Advertising Age®

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Words by Minolta

A camera that gives verbal commands to help avoid common user errors will debut from Minolta this month. *(Story on Page 69.)*

Stroh threatens nets over exclusive pacts

NEW YORK—Stroh Brewing Co. is challenging the legality of the longstanding tv network practice of granting advertiser exclusivity in sporting events.

In meetings with network officials, Peter Stroh, chairman of the Detroit-based brewery, said failure to reach a compromise would result in Stroh filing a restraint-of-trade suit against them.

Mr. Stroh's warning followed months of discussion between the brewery and the networks on how Stroh could gain greater franchise as a sports sponsor.

"We have not filed a lawsuit yet," said Christopher Lole, Stroh's vp-corporate planning and development. "We would hope our discussions would stop us from using our legal options

"We made offers to purchase time based on terms and conditions customary to the industry," he continued. For example, he said, "We had wanted to be involved in the USFL, but were not given the opportunity." Mr. Lole added, "We feel that Stroh has all the tools to compete except for having access to these events. We are willing to spend $60 million-plus on network tv buys."

Stroh stresses that legal action would be a last resort and that it is committed to further friendly discussions. Mr. Lole said no further meetings are in the works. "We are ready to meet when it is appropriate to continue our discussion. We are committed to accomplish-

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Seven-Up takes direct aim at colas

Like attacks Coke, Pepsi

By ROBERT REED

Seven-Up Co. will lob another explosive into the soft-drink industry camp this week by premiering a new advertising approach for its caffeine-free Like cola. The advertising blatantly states that competitors Coca-Cola and Pepsi-Cola possess unnecessary amounts of caffeine.

The new campaign intensifies Seven-Up's highly combative stance in the soft-drink field, going so far as to parody industry leader Coke's long-time "real thing" slogan.

The Like move closely follows the St. Louis-based company's antiadditive positioning for its 7UP brand, which claims the lemon-lime drink is free of caffeine and artificial flavorings and colors. That push started in late May and angered nearly all of Seven-Up's competitors.

One source who has seen the new Like spots commented, "It doesn't position Like as a decaffeinated cola, but puts it right there between Coke and Pepsi."

The Like campaign, backed by an estimated $35 million budget, employs actor Kevin Dobson, of the CBS' series "Knots Landing," as spokesman. In three tv spots, Mr. Dobson states that only a slight trace of caffeine (derived from the

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Troubled TI boosts ad $$

By ROBERT RAISSMAN

Despite a projected loss of $100 million in the second quarter, Texas Instruments says it will increase its advertising budget supporting its line of home and personal computers during the third quarter.

Norman Neureiter, vp-corporate relations at TI, said most of the money will be spent on tv and radio. He declined to say how much the Dallas-based company would spend during the third quarter.

In 1982, TI spent $8.9 million to advertise its small-computer lines, according to Leading National Advertisers. McCann-Erickson is the agency.

Although third-quarter spending will be up, Mr. Neureiter declined to speculate if the trend would carry over into the fourth quarter.

"I can't say if [advertising] spending levels will be maintained," Mr. Neureiter said. "These are pretty tumultuous times down here, and anything we say now becomes a very material happening to the company."

The company has said that it will decrease production of both hardware and software during the rest of 1983.

TI's loss is a direct result of the glut of product at the low end of the computer market, combined with the price wars that ironically were started by TI last summer (AA, Aug. 26) when it announced it would offer a $100 rebate on any purchase of its 99/4A computer. Commodore, Radio Shack and Atari followed with various cuts. At the same time, the Timex/Sinclair 1000 appeared with a $99.95 retail ticket.

Besides the widespread price-

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A broader Banner

Procter & Gamble has expanded Banner, a moderate-price toilet tissue, into Atlanta, Charlotte, N.C., Dallas, Houston, Jacksonville, New Orleans and parts of St. Louis and Kansas City. The product has been testing in parts of Georgia and North and South Carolina since June, 1982. Wells, Rich, Greene is the agency.

last minute news

Michelin's $15 million account goes to DDB

NEW YORK—Michelin Tire Corp., in a [illegible]ep move, is assigning its estimated $15 million account to Doyle Dane Bernbach, New York. Effective Aug. 1, DDB succeeds Al Paul Lefton Co. on Michelin passenger tire advertising. On Jan. 1, DDB succeeds Lefton on Michelin's other tire lines, including truck, off-the-road and motorcycle.

Macedo joining C-E to work on Chevy account

LOS ANGELES—Richard Macedo, senior vp-general manager, J. Walter Thompson USA here, is joining Campbell-Ewald, Detroit, in the new post of group senior vp responsible for Chevrolet passenger-car advertising. There was no word on his replacement in Los Angeles at press time.

Coors moving one brand to TLK, another to JWT

GOLDEN, COLO.—Adolph Coors Co. assigned its new Golden Lager beer to Tatham-Laird & Kudner, Chicago, from Foote, Cone & Belding. It also

(Continued on Page 8)

Catv looks to viewer woes

By SUSAN SPILLMAN

HOUSTON—Just about all 15,000 attendees at the National Cable Television Assn. convention here agreed they'd done a pretty lousy job of marketing to potential customers. And they agreed they'd done an even lousier job of serving their existing ones.

Pinpointing cable's shortcomings in customer service is simple. But identifying the industry's broader marketing gaps is far murkier.

So murky, in fact, that there are major contradictions in what the industry's leading honchos are saying, contradications apparent despite the NCTA's determination to portray a united front last week at its largest annual powwow.

"I feel sorry for those poor consumers. God help them," stated Ed Bennett, president of Viacom Cable. "We've paid lip service to this problem long enough," he admitted, referring to the most easily defined problems, that of incompetent installers and perpetually busy phone lines at local systems as customers try to figure out the programing.

"But now we're refocusing on the basics of business that we never mastered in the first place," he continued. "We just can't continue to have cable installers who look like they are going to come back on the weekend and rip you off."

More NCTA coverage on Pages 74 and 75

Combating poor customer service is a problem the industry must face now, because increasingly its future growth lies in attracting new subscribers to its old systems and in hanging on to those it already has. As Showtime president Mike Weinblatt said, "We can't keep rolling out new systems where people gobble up

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The New York Daily News on June 12 published a *Magazine* section cover story on the hottest rock group among Latinos in Latin America and the U.S.

Get ready for Menudo-mania

NEW YORK—"Menudo-mania" is spreading—not only as pop music but as a merchandising and media phenomenon.

ABC-TV plans to make its own contribution by airing bilingual educational briefs featuring the hot Latin American rock group on Saturday mornings, starting this fall. ABC announced its plans last week, just before Menudo was scheduled to appear at four sold-out concerts at Madison Square Garden over the weekend.

In addition, the Puerto Rican quintet, already big among U.S. Latinos, plans to accelerate its "crossover" into the general U.S. record market with English-language recordings. Menudo already has cut some Anglo demo records, according to Padosa, Menudo's management company.

Warner Communications' Atlantic label and CBS' recording subsidiary are believed to be the front-runners among U.S. companies vying for rights to distribute

(Continued on Page 73)

Network deal put at over $30 million

Ralston kicks off fall tv buys

By JAMES P. FORKAN

NEW YORK—The upfront buying for the 1983-84 prime time tv season officially began late last week, when Paul Schulman Co. finalized its eight-digit schedules for Ralston Purina Co. on all three networks.

Referring lightheartedly to his traditional role as the first buyer of each new upfront season in recent memory, Mr. Schulman said: "Let the games begin."

Mr. Schulman did not disclose the size of the Ralston buy (believed by some sources to be more than $30 million), the number of series bought, which network got the biggest slice of the business or the pricing because of competitive and negotiating reasons.

But he did reveal the five programs on each network that he said represented the bulk of his St. Louis-based client's upfront commitments. As usual, the mix on each network consisted of surefire hits and some shows perceived to have growth potential.

On CBS, Ralston bought chunks of "60 Minutes," "Dallas," "Magnum, P.I.," "Alice" and the new "Scarecrow and Mrs. King." At ABC, Mr. Schulman ordered time on "Dynasty," which he predicted would become the No. 1 prime time show in next season's A.C. Nielsen Co. ratings; "Hart to Hart"; "20/20," and newcomers "Hotel" and "Webster." He termed the latter comedy a candidate for "the sleeper hit" of fall.

At NBC, the major shows purchased via the network tv buying subsidiary of Gardner Advertising were "The A Team," "Remington Steele," "Hill Street Blues," "Cheers" and the new "Yellow Rose." The adman lamented that he did not buy "one show that I love, [NBC's] 'Bay City Blues,'" because he and Ralston were unsure it could deliver the account's target demographics.

Known as a shrewd negotiator and a sharp selector of potential hits, Mr. Schulman nonetheless has been known to make a mistake or two.

Last year, he gambled on CBS' "Bring 'em Back Alive" and NBC's "Remington Steele." The latter has begun showing ratings growth with "The A Team" as lead-in, but CBS long ago cut "Alive." But as he points out, his buying strategies are part of a team effort that includes three Ralston executives: William Claggett, vp-director of advertising and marketing services; Lee Zingale, media communications director, and Mary Howard.

(Continued on Page 74)

'What the big boys eat'

That's the theme of a new Wheaties spot from General Mills, via NH&S/USA, showing baseball players both playing ball and eating the cereal. It is airing during morning news and sports programs.

Ballesteros sues RJR for Vantage ad

By JOHN J. O'CONNOR

NEW YORK—Severiano (Seve) Ballesteros recently took his mind off winning golf tournaments long enough to have his lawyers sue R.J. Reynolds Tobacco for using a model that allegedly resembles him in Vantage cigarets' "taste of success" ad campaign.

The suit filed in federal district court here accuses Winston-Salem, N.C.-based RJR and its New York agency, Leber Katz Partners, of invasion of privacy, "unlawful appropriation of plaintiff's likeness" and "unjust enrichment."

It also seeks compensatory and punitive damages, but no dollar amount was listed. Mr. Ballesteros, a native of Spain, won the 1980 and 1983 Masters Tournaments and was ranked as the No. 1 professional golfer in the world in 1982.

RJR, whose Vantage brand sponsors the score-

(Continued on Page 71)

highlights

Monday, June 20, 1983

Burger King and Pepsi-Cola are joining forces against the leaders in their respective businesses, McDonald's and Coca-Cola. *See Page 4.*

General Foods is testing its third frozen-dessert novelty, Jell-O Fruit & Cream dessert bars. *See Page 6.*

Westinghouse Broadcasting & Cable chairman Daniel Ritchie, warned the American Advertising Federation last week that advertisers need to show more imagination in testing the potential of ad-supported cable tv to ensure its growth. *See Page 10.*

National Advertising Division of the Council of Better Business Bureaus called for Emery Worldwide to revise ad claims for its Emery A.M. delivery service. *See Page 12.*

Chiat/Day, Ogilvy & Mather and Young & Rubicam emerged as the big winners in the Advertising Club of New York's international Andy show. *See Page 14.*

The Ad Council and the National Council on Alcoholism have found dwindling media support for their joint campaign. *See Page 20.*

Cover illustration by Raymond Smith.

U.S. and independent French ad agencies are considering ways to battle the giant state-owned conglomerate Havas, which has been granted control of regional advertising on the tv station FR3. *See Page 25.*

Fairchild Publications' planned launch of *M*, its upscale men's fashion magazine, has the media community forecasting a battle between it and Conde Nast's *Gentlemen's Quarterly*. *See Page 40.*

Broadway producers, after one of the most dismal seasons of the past decade, are getting more savvy about how to market shows that have a chance of finding an audience. *See Page 43.*

A phone-in/drive-in supermarket, in which shopping is done for the customer in advance with the help of computers, has opened in Los Angeles. *See Page 54.*

Paul Paulson, former president of Doyle Dane Bernbach/New York, has teamed with Anthony Isidore, ex-Isidore Lefkowitz Elgort principal, to start a new agency. *See Page 67.*

Minolta Corp. is introducing an automated 35mm camera that talks to its owner. The new camera will get Minolta's largest new-camera introduction in recent history. *See Page 69.*

TBWA Advertising is pinning some of its future on St. Louis. *See Page 73.*

CORPORATE CLOSEUP

Beiersdorf Inc. seems to be eschewing its cautious management style as it tests two new products, giving competitors the impression it is trying to become a more aggressive adversary. *See Page 4.*

VIDEOTECH

Public Broadcasting Service officials see a promising start to the new fiscal year because of impressive 1984 program underwriting commitments, though corporate underwriting was down last year. *See Page 46.*

TvQ ratings can be an early signal of a prime time series' future popularity, with NBC hoping that several of its fall returnees will translate their Q successes into Nielsen ratings. *See Page 51.*

MAGAZINE

Dolls are once again popular in the U.S., and the market has grown to $30 million annually. *See Page M-4.*

Business/Professional Advertising: Businesses are no longer relying solely on the sales call; rather, they are using more sophisticated methods to garner sales. *See Page M-9.*

There must be 50 ways to make a copywriter cry, and a copywriter enumerates 25 of them for us. *See Page M-26.*

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Gannett's KRON deal hits snags

By BOB MARICH

The sale of the NBC-TV affiliate in San Francisco has stalled, raising questions about whether buyer Gannett Co. will ever be able to complete the complex transaction, valued at well over $200 million.

Chronicle Publishing, owner of KRON-TV, first disclosed that an agreement in principle to sell the station had been reached in late September. But a formal application has yet to be filed with the Federal Communications Commission.

Complications involving Gannett's *USA Today* printing operation in the Bay Area, objections of a local publisher and the NBC network's May sweeps rating improvement, increasing the value of the station in the eyes of Chronicle Publishing, are believed to be the leading snags.

Jeff Davidson, president of Gannett's broadcasting unit, said in a telephone interview that he expects the sale eventually to go through. "It's just a very complicated deal," he explained. Chronicle Publishing, the private company owned by the Thierot family that publishes *San Francisco*

(Continued on Page 70)

ad linage

Advertising pages for U.S., Canadian, and foreign consumer publications—*June*

	Current month 1983	1982	Year-to-date 1983	1982
— Art & antiques —				
American Artist	45.3	46.3	365.8	353.2
Antiques	105.7	137.9	805.9	914.8
Art & Antiques (6X)	—	—	188.8	166.3
Art in America (11X)	105.1	102.6	664.F	668.4
Portfolio (6X)	—	—	191.6	189.8
Southwest Art	67.5	123.0	556.6	684.7
Total Group	**323.6**	**409.8**	**2,773.3**	**2,977.2**
% change	**-21.0%**		**-6.8%**	
— Auto/cycle/rec. vehicles —				
AutoWeek D	186.0	174.2	798.1	849.7
Car & Driver	130.9	106.1	556.2	492.6
Car Collector & Car Classics	21.5	22.1	126.5	128.3
Car Craft	98.3	108.5	477.7	470.1
Cycle	64.8	80.3	452.6	570.0
Cycle Guide	61.3	64.8	318.9	390.8
Cycle World	59.6	71.9	393.4	469.2
Dune Buggies & Hot VWs	75.7	57.8	383.7	309.8
Family Motor Coaching	111.7	90.7	678.1	570.6
4 Wheel & Offroad	91.7	82.1	389.4	297.9
Four Wheeler	39.2	29.6	228.7	163.2
Hot Rod	73.3	77.5	351.1	383.6
Motorcyclist	45.3	63.8	283.9	392.3
Motor Trend	101.7	80.9	384.8	352.9
Motorhome	79.8	78.9	315.0	364.8
Pickup, Van & 4 WD	39.7	30.7	194.5	159.7
Road & Track	125.7	134.8	599.3	565.2
3 Wheeling	24.8	26.2	152.8	120.4
Trailer Life	120.9	120.7	644.0	639.1
Total Group	**1,551.9**	**1,501.6**	**7,728.7**	**7,690.2**
% change	**+3.3%**		**+0.5%**	
— Boating & yachting —				
Boating	121.9	103.3	749.7	724.9
Chesapeake Bay	28.3	27.0	168.5	156.9
Cruising World	143.1	118.0	829.4	760.2
Lakeland Boating	52.5	45.3	309.1	315.0
Motor Boating & Sailing	126.6	113.3	900.1	871.2
Rudder	18.2	24.4	137.4	144.6
Sail	124.0	141.1	727.2	952.6
Sea & Pacific Skipper	66.8	69.0	442.1	455.8
Trailer Boats	22.8	19.3	166.1	165.0
Western Boatman	17.0	—	56.1	—
Yachting	143.0	146.3	939.1	1,101.7
Total Group	**864.2**	**807.6**	**5,424.8**	**5,647.9**
% change	**+7.0%**		**-3.9%**	
— Canadian —				
L'Actualite	49.7	59.2	298.2	342.1
Chatelaine				
English Edition A	89.9	84.0	520.3	518.0
French Edition	82.3	66.7	471.5	425.7
Financial Post Magazine A	27.3	30.6	206.7	227.9
Flare A	53.2	54.9	300.4	286.5
Homemaker's Magazine	76.7	72.3	431.6	420.1
Madam Au Foyer	67.5	64.0	336.8	326.5
Maclean's A (52X)	88.5	83.0	557.8	652.2
Quest Magazine (8X)A	—	—	153.3	191.4
Reader's Digest				
Canadian English A	77.0	82.2	468.3	500.8
Canadian French A	63.4	82.0	421.8	508.6
Toronto Life	111.0	102.0	547.0	616.0
Vancouver	66.0	80.3	425.2	472.5
Total Group	**852.5**	**860.8**	**5,138.9**	**5,488.3**
% change	**-0.9%**		**-6.3%**	
— Civic/fraternal —				
American Legion	21.0	22.2	179.9	191.1
Elks Magazine (10X)	19.2	17.6	157.5	139.0
Kiwanis Magazine (10X)	13.0	13.9	88.2	77.8
Lion (10X)	3.3	6.7	29.4	38.2
Moose Magazine	18.0	19.0	126.0	137.0
[illegible]	7.2	12.9	72.6	86.2
VFW (10X)	28.7	22.7	196.8	163.2
Total Group	**110.4**	**115.0**	**850.4**	**832.5**
% change	**-4.0%**		**+2.1%**	
— Comics —				
Archie Comic Group (6X)	10.0	10.0	30.0	30.0
DC Comics	7.0	6.5	47.5	41.5
Harvey Comic Group	—	8.0	—	48.0
Marvel Comics Group	10.0	10.0	58.0	60.0
Total Group	**27.0**	**34.5**	**135.5**	**179.5**
% change	**-21.7%**		**-24.5%**	
— General —				
American West (6X)	25.5	29.3	108.1	102.3
The Atlantic A	36.7	32.8	232.9	157.5
Audubon Magazine (6X)	—	—	113.4	94.6
Bon Appetit A	74.0	75.8	451.6	470.3
Changing Times	47.7	38.4	245.3	224.9
Cuisine Magazine	43.2	42.2	209.2	246.7
Ebony	90.4	81.9	524.8	479.9
Fifty Plus	19.3	23.0	158.5	174.4
Food & Wine	43.2	27.0	209.4	147.2
Games	28.4	—	168.4	—
Geo	24.5	11.8	159.7	98.2
Gourmet	77.0	65.1	419.7	395.8
Harper's Magazine A	15.5	15.9	96.8	111.6
Home Entertainment Quarterly	—	—	74.0	—
Let's Live	70.1	55.1	372.2	451.4
Life	59.2	49.5	330.2	302.8
Modern Maturity (6X)	36.7	27.6	117.7	96.3
Money	126.8	121.7	673.5	643.5
Moneysworth (4X)	17.2	12.0	51.8	92.3
Mother Earth News (6X)	—	—	166.7	155.9
National Geographic	21.1	28.6	152.2	137.6
Natural History	25.2	24.6	220.9	182.2
Prevention	73.8	64.3	460.4	410.5
Psychology Today	27.9	34.3	158.0	211.9
Reader's Digest A	82.1	96.0	489.9	545.4
Saturday Evening Post (9X)	—	—	192.1	190.7
Signature	52.4	37.6	333.6	308.9
Smithsonian	55.1	66.6	423.8	461.5
Success	27.3	30.8	203.3	171.8
Town & Country	106.3	114.2	765.3	750.7
Travel/Holiday	31.3	36.1	270.9	311.3
Travel & Leisure	96.0	71.4	551.2	564.4
Video	61.8	60.1	366.3	317.7
Video Review	65.8	54.0	378.4	365.3
Writers Digest	22.0	18.9	144.0	138.2
Yankee	66.0	67.8	468.5	450.9
Total Group	**1,649.5**	**1,514.4**	**10,462.7**	**9,984.6**
% change	**+8.9%**		**+4.9%**	
— Home —				
Americana (6X)	—	—	99.9	89.0
Architectural Digest A	121.8	138.8	750.5	770.8
Better Homes & Gardens	112.6	140.4	635.8	667.3
Colonial Homes (6X)	—	—	188.3	188.9
Country Journal	33.6	31.8	268.1	253.4
Country Living	50.2	29.1	283.6	172.4
Dallas/Ft. Worth Home & Garden	87.6	76.3	394.2	326.0
Early American Life (6X)	—	—	73.6	90.1
Family Food Garden (6X)	43.0	31.0	230.5	175.5
Family Handyman (10X) A	—	—	366.6	357.0
Flower & Garden (6X)	29.3	38.5	131.5	156.7
Home	37.6	20.7	212.3	157.3
The Homeowner (6X)	27.6	28.9	124.2	114.6
Horticulture	22.7	31.3	197.8	192.0
House Beautiful	74.1	58.9	486.1	434.1
House & Garden	68.2	80.2	382.1	538.5
Houston Home/Garden	116.0	128.6	583.7	655.3
Metropolitan Home	59.0	60.4	344.8	371.1
New Shelter (9X)	—	—	229.1	192.8
1001 Home Ideas D	29.4	27.0	186.7	165.8
Organic Gardening	51.8	50.7	475.5	439.3
Phoenix Home/Garden	45.0	42.3	273.5	294.3
San Diego Home/Garden	63.0	45.5	399.0	311.5
Southern Accents (4X)	—	—	151.1	162.3
Southern Living	122.1	128.4	767.7	781.5
Sunset Magazine A	152.0	147.1	846.9	842.6
Texas Homes	62.9	79.4	410.8	458.9
Workbench (6X)	—	—	193.4	191.1
Total Group	**1,415.5**	**1,418.3**	**9,687.3**	**9,550.1**
% change	**-0.1%**		**+1.4%**	
— In-flight & other passenger —				
Alaskafest	52.3	39.2	247.3	232.9
American Way	98.9	83.2	534.6	411.5
East/West Network				
Amtrak Express	42.5	46.5	249.2	236.5
Continental Extra	65.7	66.3	383.0	330.1
Eastern Review	106.2	85.8	614.6	479.8
Ozark	55.5	51.0	272.3	255.0
PSA Magazine	85.0	94.8	500.5	512.1
Pan Am Clipper	39.3	36.3	246.6	225.1
Republic Scene	61.7	—	320.8	—
United	103.3	89.0	557.3	450.1
USAir	59.7	51.2	354.6	352.3
Western's World	63.3	—	354.8	—
Halsey Publications				
Air Cal	44.3	—	214.3	—
Delta Sky	71.5	52.6	377.7	293.9
Skylite	20.3	—	93.3	33.5
Hawaii	14.7	15.9	94.0	132.0
Pace (6X)	—	—	132.1	86.8
Spirit of Aloha	15.5	16.1	89.9	124.7
Southwest Airlines	93.5	91.7	608.4	558.0
Webb Publications				
Frontier	36.7	45.8	217.6	241.9
Northwest Orient	29.3	34.3	209.1	186.1
TWA Ambassador	50.6	62.0	299.5	277.8
Total Group	**1,209.8**	**961.7**	**6,971.5**	**5,420.1**
% change	**+25.7%**		**+28.6%**	
— Men's —				
Esquire A	225.5	62.5	572.0	327.5
Firehouse Magazine	77.1	69.4	264.4	252.2
Gentlemen's Quarterly A	94.0	102.0	582.1	560.1
Penthouse A	76.9	59.5	344.0	364.4
Playboy A	110.0	132.7	498.0	650.6
Total Group	**583.5**	**426.1**	**2,260.5**	**2,154.8**
% change	**+36.9%**		**+4.9%**	
— Metropolitan —				
Aloha (6X)	—	—	76.5	85.6
Atlanta	54.5	61.0	311.7	388.9
Baltimore	63.3	60.0	339.5	348.6
Boston	124.5	113.3	735.0	695.5
California	73.2	81.2	389.6	416.3
Carolina Lifestyle	30.8	36.7	129.8	118.4
Charlotte (10X)	26.0	21.0	155.6	102.6
Chicago	200.7	134.2	818.4	809.0
Chicago's North Shore	73.7	63.0	462.6	357.1
Cincinnati	47.1	55.8	315.2	327.7
Cleveland	83.2	62.5	407.1	340.1
Coast (52X)	326.2	355.6	1,353.1	1,444.5
Columbus Monthly	60.3	73.6	356.8	432.9
Commonwealth	24.0	63.5	140.6	421.2
Connecticut	89.3	81.8	438.3	443.2
Country Magazine	32.3	27.7	160.7	143.2
County Life	45.0	—	265.1	—
D/Magazine, Dallas/Ft. Worth	115.3	121.5	634.6	637.2
Denver	39.0	39.5	196.5	219.7
Exclusively Yours, Wisconsin	57.3	62.8	392.4	412.8
Grand Rapids	38.0	44.3	267.3	242.1
Gulfshore Life (10X)	43.4	64.5	373.0	447.5
Honolulu	76.6	73.0	377.4	388.2
Houston City	72.1	71.1	372.8	367.1
Indianapolis	34.6	40.6	315.9	341.2
Kansas City	36.5	23.0	174.2	145.1
Long Island Life	28.8	27.5	170.5	96.5
Los Angeles	206.0	184.3	1,046.5	1,121.8
Louisiana Life (6X)	—	—	201.3	163.6
Madison	59.0	34.0	272.0	234.0
Miami	99.8	95.6	527.4	551.6
Milwaukee	18.3	22.7	72.1	163.3
Minneapolis/St. Paul	67.3	56.4	438.4	407.2
Monthly Detroit	58.3	58.8	369.3	319.5
Nashville	53.0	46.0	284.0	243.9
New Jersey Monthly	65.2	78.1	307.5	334.6
New Mexico	27.4	35.5	137.0	166.3
Ohio	58.1	46.1	264.4	237.4
Oregon E	52.9	32.7	159.6	125.7
Orlando	71.8	71.0	432.8	410.0
Pacific Northwest (10X)	18.1	27.9	138.6	145.4
Palm Beach Life	30.6	36.3	153.4	180.0
Palm Springs Life	64.4	69.2	755.9	758.7
Philadelphia	128.7	110.0	712.5	700.6
Phoenix	64.3	61.4	453.7	474.4
Pittsburgh	75.2	61.5	340.2	278.9
St. Louis	53.0	69.7	315.0	391.5
San Diego	138.3	121.1	798.0	757.3
San Francisco	67.1	42.0	350.9	283.4
San Francisco Focus	56.5	40.0	264.5	223.4
Shenandoah/Va. Town&Country (6X)	—	—	117.0	87.1
Tampa Bay Monthly	56.3	—	56.3	—
Texas Monthly	133.5	141.7	676.6	752.6
Twin Cities	66.1	41.9	297.7	270.0
Washington Dossier	42.0	35.5	277.5	210.4
The Washingtonian	149.3	125.0	809.3	763.5
Total Group	**3,876.2**	**3,603.1**	**21,160.2**	**20,587.1**
% change	**+7.5%**		**+2.7%**	
— Movie/romance/radio/tv —				
Macfadden's Women's Group				
Modern Romances	24.1	25.1	159.3	165.9
Secrets	24.1	25.1	159.3	165.9
True Confessions	24.1	26.6	159.3	174.0
True Experience	24.1	25.1	159.3	165.9
True Love	24.1	25.1	159.3	165.9
True Romance	24.1	25.1	159.3	165.9
Sterling Women's Group				
Daytime TV	29.2	31.5	183.1	182.2
Modern Screen	31.2	32.5	128.5	132.3
Movie Mirror (6X)	31.2	—	90.7	66.5
Photo Screen	—	—	30.2	64.5
Soap Opera Stars	24.6	25.3	147.7	126.5
TV Movie Screen	31.2	—	97.3	67.6
TV Picture Life	—	32.5	29.3	99.1
Teen Beat (6X)	8.3	6.1	19.4	24.6
Total Group	**300.3**	**280.0**	**1,682.0**	**1,766.8**
% change	**+7.2%**		**-4.7%**	
— Music/entertainment —				
American Film (10X)	23.0	21.0	146.9	120.7
Audio	62.1	45.7	284.2	242.9
Circus Magazine	43.3	35.2	164.5	173.5
Dance Magazine	46.7	46.1	395.5	386.4
Musician	79.1	55.3	381.9	314.6
Playbill	60.3	53.5	310.3	321.7
Stereo Review	59.1	60.2	291.3	313.3
Total Group	**373.6**	**317.8**	**1,974.6**	**1,873.1**
% change	**+17.5%**		**+5.4%**	
— Newspaper, Sun. magazines —				
Family Weekly A	51.6	56.3	457.8	449.3
Parade	49.6	59.0	400.0	396.3
Total Group	**101.2**	**115.3**	**857.8**	**845.6**
% change	**-12.2%**		**+1.4%**	
— Outdoor & sport —				
Alaska	45.5	42.5	245.3	278.2
The American Handgunner (6X)	—	—	115.2	110.1
American Hunter	17.5	15.6	96.9	75.5
American Rifleman	23.8	26.4	151.9	157.8
Backpacker (6X)	—	—	158.8	128.9
Bass Master (8X) A	—	—	301.6	331.6
Bicycling (9X)	112.8	94.2	533.5	431.8
Field & Stream	78.6	77.6	616.6	499.4
Fins & Feathers A	32.1	35.7	275.6	257.6
Fishing World (6X)	—	—	133.1	133.6
Florida Sportsman	59.6	64.5	466.2	447.5
Flying	57.3	56.7	244.8	281.5
Fur Fish Game	19.4	18.5	126.4	140.5
Golf Digest	87.6	80.3	576.4	466.6
Golf Magazine	65.7	61.1	495.8	523.1
Guns	30.7	24.3	158.1	184.1
Guns & Ammo	46.3	51.9	272.9	271.0
Outdoor Life	64.9	67.5	493.3	418.3
Petersen's Hunting	35.5	35.7	196.7	175.8
The Runner	33.2	37.3	228.3	201.3
Runner's World (13X)	52.5	39.2	274.2	225.5
Salt Water Sportsman	48.7	58.5	383.8	398.1
Shooting Times	36.7	37.1	198.7	179.1

(X) Represents the number of times published each year; publications are monthly unless otherwise specified.

A. Sectional linage included but prorated to circulation of regional editions. B. Sectional linage included but not prorated to circulation of regional editions. C. Combined unduplicated regional ads. D. Combined issue in 1982. E. Combined issue in 1983. * All affiliated with Sunday Mag/Net, except Los Angeles Times Home Magazine and New York Times Magazine.

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ad linage

(Continued from Page 57)

	Current month 1983	1982	Year-to-date 1983	1982
Ski (8X) A.	—	—	209.7	209.7
Skiing (7X)	—	—	209.5	199.1
Skin Diver	73.1	76.3	456.1	396.3
Southern Outdoors (8X)	—	—	210.7	210.6
Sport	51.4	43.0	233.2	232.4
Sports Afield	80.7	85.4	542.7	567.0
Spray's Water Ski (10X)	45.0	57.2	217.6	240.4
Tennis	90.6	74.9	457.9	361.3
Western Outdoors (10X)	27.2	28.7	191.7	210.2
World Tennis	64.3	49.0	302.8	234.6
Total Group	**1,380.7**	**1,339.1**	**9,776.0**	**9,198.5**
% change	+3.1%		+6.2%	

— Photography —

American Photographer	51.5	51.2	302.0	272.8
Petersen's Photographic	38.2	51.2	195.5	262.7
Popular Photography	121.1	134.1	691.8	770.6
Total Group	**210.8**	**236.5**	**1,189.3**	**1,306.1**
% change	−10.8%		−8.9%	

— Religious —

A.D. Magazine (10X)	15.4	11.3	67.7	78.6
BBI Jewish Monthly (10X)	22.6	24.7	134.2	147.2
Christian Herald	32.3	31.8	212.6	222.2
Christian Life	29.9	24.5	159.2	164.2
Christianity Today	34.3	39.3	395.8	402.3
Inside (4X)	—	—	134.8	120.4
Moody Monthly	48.3	35.1	308.6	304.9
Total Group	**182.8**	**166.7**	**1,412.9**	**1,439.8**
% change	+9.6%		−1.8%	

— Science/electronic/mechanic —

Compute	153.0	86.0	804.8	557.0
Computers & Electronics	47.4	51.7	371.6	349.3
Creative Computing	190.8	126.6	1,097.4	698.8
Discover	53.7	33.2	269.6	205.2
Electronic Games	52.3	17.8	277.1	62.6
High Technology D.	38.9	59.1	171.3	155.0
Mechanix Illustrated	68.3	62.1	425.5	410.6
Omni	64.2	59.0	358.0	325.0
Personal Computing	215.2	169.4	1,147.5	787.4
Popular Mechanics	103.8	110.7	607.4	636.1
Popular Science	92.7	80.5	520.0	516.8
Science Digest	40.7	26.7	193.8	161.3
Science 83	36.7	22.9	187.0	156.7
Scientific American	48.7	54.5	304.2	412.4
Spectrum	66.0	55.6	476.1	427.8
Technology Illustrated D.	21.4	56.8	124.3	171.5
Total Group	**1,293.8**	**1,072.8**	**7,335.6**	**6,033.5**
% change	+20.6%		+21.5%	

— Women/fashion/service —

Bride's Magazine (6X) A.	—	—	991.2	888.0
Cosmopolitan A.	196.0	195.7	1,156.2	1,144.8
Essence	89.3	71.0	474.3	474.0
Family Circle A.	106.5	122.6	857.4	777.0
Glamour	146.2	128.4	929.3	907.8
Good Housekeeping A.	156.3	183.5	958.4	967.9
Handmade (4X)	—	—	56.7	41.3
Harper's Bazaar	74.1	70.2	693.1	611.5
Health	30.0	21.2	197.7	167.4
Ladies' Home Journal	81.3	74.2	532.0	429.3
Lady's Circle	7.0	8.9	51.5	55.9
Mademoiselle	114.1	97.9	728.0	693.7
McCall's	83.2	81.2	498.4	475.3
Modern Bride (6X)	—	—	781.8	812.8
Ms.	40.5	41.0	245.2	242.2
New Woman	56.7	43.9	280.6	218.8
Parents Magazine A.	71.7	77.4	436.2	421.7
Playgirl	41.5	39.8	236.5	245.6
Redbook	82.6	93.4	479.9	523.1
Self	72.2	72.2	435.7	416.2
Seventeen	85.9	96.9	577.7	607.8
Soap Opera Digest	30.4	31.5	167.9	149.3
'Teen Magazine	49.4	50.0	283.4	269.8
True Story A.	52.2	57.8	340.8	330.8
Vogue	129.9	139.4	1,227.8	1,196.2
W Magazine	43.6	36.4	503.1	499.5
Weight Watchers	28.7	33.8	174.6	168.5
Woman's Day A.	102.3	99.1	724.6	672.7
The Workbasket (10X)	38.2	24.9	226.8	213.4
Working Mother	62.9	63.2	377.5	365.6
Working Woman	78.8	70.3	522.7	469.0
Total Group	**2,151.5**	**2,126.1**	**16,147.0**	**15,458.9**
% change	+1.1%		+4.4%	

— Youth —

Boys' Life	21.4	20.0	130.8	115.7
Campus Life	—	—	216.3	230.3
Total Group	**21.4**	**20.0**	**347.1**	**346.0**
% change	+7.0%		+0.3%	

May

	Current month 1983	1982	Year-to-date 1983	1982

— Business —

Atlanta Bus. Chronicle (52X)	46.2	36.1	168.2	123.3
Barron's (52X)	259.1	206.9	1,022.4	910.3
Black Enterprise	44.6	46.6	223.4	207.0
Boston Business Journal	82.4	48.5	314.9	154.8
Business Week (52X) A.	477.9	483.8	1,771.7	1,893.5
California Business	134.9	128.1	333.6	377.1
Capital District Bus. Review	39.5	29.0	177.8	148.0
Corporate Report/Kansas City	46.5	61.5	227.5	256.0
Corporate Report/Minnesota	103.1	87.7	399.9	373.6
Crain's Chicago Bus. (52X)	149.0	134.0	597.5	499.6
Crain's Cleveland Bus.	52.9	39.4	247.6	146.0
Dallas/Ft. Worth Bus. (52X)	38.3	42.0	165.7	212.7
Dun's Business Month	68.0	73.0	386.0	422.0
The Executive	52.0	61.6	320.0	401.6
Financial World (24X)	45.4	65.1	211.0	250.6
Florida Trend	54.8	59.3	357.7	384.2
Forbes (26X)	336.2	294.7	1,233.	1,189.9
Fortune (26X) A.	447.0	409.9	1,186.6	1,102.6
Hawaii Business	48.8	47.2	227.2	214.0
Houston Bus. Journal (52X)	175.9	228.5	764.7	934.2
Inc. Magazine A.	145.4	115.3	497.8	422.4
Income Opportunities (10X)	42.3	38.5	206.4	205.1
Industry Week (26X) A.	108.6	154.2	444.8	625.8
Indianapolis Business Journal	86.9	74.5	436.6	333.4
Nation's Business A.	40.6	36.5	144.5	191.3
New England Bus. (20X) B.	97.8	56.7	348.5	304.7
N. Orleans Citibusiness (26X) B.	149.6	83.6	600.6	327.6
Pacific Business News (52X)	109.9	117.6	484.5	430.8
Philadelphia Bus. Journal	57.1	37.6	278.3	90.2
Pittsburgh Bus. Times (52X)	61.1	42.5	262.0	194.5
St. Louis Bus. Journal	129.4	108.5	523.9	477.6
Texas Business	52.0	50.5	247.2	269.8
Venture	70.7	43.3	276.9	193.2
Total Group	**3,853.9**	**3,542.2**	**15,088.9**	**14,261.6**
% change	+8.7%		+5.8%	

— Newspaper Sunday magazines* —

Arizona Republic	75.5	116.8	354.4	512.9
Boston Globe	220.3	203.9	881.8	827.4
Chicago Tribune	103.3	119.1	430.6	468.3
Cincinnati Enquirer	75.3	83.6	366.8	516.7
Cleveland Plain Dealer	111.2	83.6	405.8	362.4
Columbus Dispatch	59.9	64.0	221.6	291.1
Dallas Times Herald	70.0	81.4	356.2	374.5
Denver Post	137.1	126.5	560.7	667.6
Detroit News	20.8	40.2	89.7	116.6
L.A. Times Home Magazine	110.6	111.4	396.2	465.6
Louisville Courier-Journal	95.4	98.9	446.8	473.6
Miami Herald	58.8	69.6	279.0	338.0
New York News	81.2	55.8	294.6	278.4
New York Times Magazine	347.7	321.7	1,663.0	1,720.5
Philadelphia Inquirer	32.8	32.0	273.2	298.6
Toledo Blade Magazine	59.2	64.2	242.5	243.3
Washington Post	130.0	154.5	540.4	576.7
Total Group	**1,789.1**	**1,743.8**	**7,803.3**	**8,532.2**
% change	+2.6%		−8.5%	

— Weeklies/bi-weeklies —

The Advocate (25X)	108.6	95.4	531.2	352.0
Army Times Military Group:				
Air Force Times (52X)	174.2	170.2	717.6	723.5
Army Times (52X)	170.9	169.0	693.4	713.6
Navy Times (52X)	193.6	200.4	805.4	852.0
The Times Magazine	5.8	5.1	75.1	74.0
The Blood-Horse (52X)	224.9	223.2	2,374.8	2,369.8
Capper's Weekly (26X)	22.9	20.3	145.7	131.6
Commonweal (22X)	7.6	10.4	39.6	49.0
Golf World (43X)	92.0	80.8	426.7	364.8
Grit (52X) A.	21.7	29.6	143.0	136.2
National Review	27.9	35.0	156.1	144.8
New Republic D. (48X)	41.3	24.6	158.7	137.3
New York Magazine (50X)	274.7	264.1	1,149.9	918.8
New Yorker (52X)	329.7	403.3	1,443.1	1,678.7
Newsweek (52X) A.	313.2	297.8	1,114.9	1,117.1
People (52X)	375.8	381.3	1,345.7	1,438.2
Rolling Stone (25X)	92.4	93.2	414.4	435.4
Sporting News (52X)	69.8	60.5	283.1	273.0
Sports Illustrated (52X) A.	291.1	312.3	1,117.4	1,118.5
Time (52X) A.	265.2	286.6	1,117.2	1,093.4
Travelhost (52X) C.	2,916.0	2,827.0	13,314.0	11,723.3
TV Guide (52X) A.	328.7	359.2	1,560.7	1,624.3
Us Magazine (26X)	46.9	52.7	225.6	234.3
U.S. N. & W. Report (52X) A.	217.6	185.8	749.5	714.4
Total Group	**6,612.5**	**6,587.8**	**30,137.8**	**28,418.0**
% change	+0.3%		+6.0%	

— Foreign —

Buenhogar:				
Central America	2.0	2.0	9.0	17.5
Chile	1.0	2.5	5.0	10.2
Colombia	43.2	58.5	173.8	216.0
Dominican Republic	19.2	18.0	61.3	75.8
Ecuador	8.0	7.0	35.3	43.0
Mexico	40.2	90.2	229.7	315.8
Peru	14.7	28.0	75.0	151.0
Puerto Rico	11.5	60.8	59.3	87.5
U.S.	6.7	6.0	34.0	28.0
Venezuela	17.7	43.2	102.5	184.8
Coqueta:				
Central America	—	—	—	5.0
Colombia	2.0	5.0	5.0	23.5
Mexico	—	9.7	8.0	44.7
Peru	—	—	—	5.0
Puerto Rico	—	3.0	1.0	10.0
Venezuela	3.0	6.0	15.0	27.0
Fascinacion:				
Colombia	7.5	10.0	32.0	40.0
Mexico	4.0	10.0	32.5	32.7
Puerto Rico	—	2.0	—	6.5
Venezuela	10.0	21.5	42.5	62.7
Geomundo:				
Central America	12.0	11.0	22.0	27.0
Chile	12.0	10.0	25.0	28.0
Colombia	17.5	17.5	45.0	56.0
Ecuador	10.0	7.0	20.0	23.0
Mexico	10.0	21.5	32.5	61.5
Peru	12.0	12.0	26.0	41.0
Puerto Rico	8.0	8.0	19.0	31.0
Venezuela	17.0	20.0	55.7	72.5
Hombre De Mundo:				
Central America	6.0	10.2	26.3	23.2
Chile	7.0	8.7	25.0	24.8
Colombia	9.5	22.5	40.0	59.0
Ecuador	5.0	5.7	25.0	22.7
Mexico	12.5	35.8	48.5	97.0
Peru	4.0	12.7	17.0	28.7
Puerto Rico	3.0	13.3	22.3	37.0
Venezuela	16.5	68.8	76.8	143.2
Ideas Para Su Hogar:				
Central America	—	1.0	2.0	6.0
Chile	—	2.0	—	4.0
Colombia	39.5	35.8	105.5	105.8
Ecuador	4.0	6.8	10.0	28.8
Mexico	17.2	38.0	84.5	132.5
Peru	3.0	19.0	15.0	57.0
Puerto Rico	1.7	1.3	5.0	6.0
Venezuela	15.5	45.0	61.0	121.3
Intimidades:				
Central America	—	1.0	—	8.0
Chile	1.0	—	5.5	2.0
Colombia	1.0	1.0	5.5	8.0
Mexico	2.5	7.0	10.5	28.5
Puerto Rico	1.0	2.0	5.5	14.0
Venezuela	4.0	6.0	23.0	32.0
Mecanica Popular:				
Argentina	8.0	9.8	35.7	41.2
Central America	15.0	19.2	62.0	79.7
Chile	7.3	6.2	31.0	28.3
Colombia	21.8	24.8	85.7	103.5
Mexico	10.7	22.5	48.2	106.3
Peru	18.2	25.5	83.5	107.8
Puerto Rico	17.0	16.8	71.8	73.3
Venezuela	30.7	26.7	111.2	120.3
The Ring en Espanol:				
Mexico	—	2.0	—	10.0
Puerto Rico	—	4.0	—	17.5
U.S.	4.3	7.5	12.3	24.5
Venezuela	—	3.0	3.0	15.0
Vanidades Continental:				
Central America	19.8	17.7	33.2	84.2
Chile	5.5	14.0	21.5	67.0
Colombia	68.0	102.5	267.5	337.3
Dominican Republic	25.3	35.5	99.0	159.8
Ecuador	10.7	19.3	50.2	87.2
Mexico	88.5	147.0	470.8	601.2
Peru	21.5	37.3	109.5	189.0
Puerto Rico	37.2	47.3	197.7	230.5
U.S.	58.7	67.5	229.8	266.0
Venezuela	46.2	93.5	254.5	406.5
Business Week Int'l.	184.3	266.3	670.4	827.7
Cosmopolitan Foreign Editions:				
Australia	84.4	74.9	296.4	266.3
Brazil	50.0	62.0	196.5	189.6
France	150.6	176.0	458.0	529.4
Germany	88.6	36.0	275.0	120.1
Great Britain	143.5	148.0	467.5	479.0
Greece	71.0	71.0	239.0	269.0
Holland	52.0	28.0	220.0	87.0
Italy	96.7	105.5	274.6	298.0
Japan	41.3	43.0	187.9	177.6
Cosmopolitan en Espanol:				
Central America	2.3	5.7	12.2	20.5
Colombia	18.8	27.0	80.3	88.7
Ecuador	0.7	5.2	5.3	19.0
Mexico	61.3	99.3	260.3	344.0
Peru	8.7	17.2	35.3	76.8
Puerto Rico	37.7	39.3	105.2	134.5
U.S. (Spanish language)	16.2	21.2	71.3	86.8
Venezuela	17.3	47.2	70.3	159.8
International Communications:				
African Business	31.7	24.3	143.1	159.9
New African	21.6	30.5	116.8	125.4
The Middle East	27.3	16.9	135.9	83.3
International Herald Tribune	97.4	111.0	550.2	444.3
International Management:				
Africa	11.0	14.6	72.1	73.5
Europe	52.5	67.6	199.5	199.1
Latin America	14.0	15.5	69.0	60.3
Middle East	20.8	16.0	86.0	83.8
Pacific	15.3	33.3	77.1	93.1
Johnston International:				
Alam Attijarat	48.2	67.5	262.0	303.4
Ejecutivo	16.6	40.5	37.0	79.3
Modern Africa	28.3	39.0	66.1	102.7
Modern Asia	48.7	58.0	145.5	175.6
Newsweek International A:				
Atlantic	103.4	126.6	379.0	423.2
Latin America	30.6	34.3	128.9	124.0
Pacific	83.9	92.6	300.7	342.5
Progreso (9X)	13.7	18.5	33.0	49.9
Reader's Digest:				
Arabic	13.0	19.5	55.0	74.0
Asian	266.0	180.0	974.5	930.5
Australian	72.3	75.0	285.4	339.5
Belgian-Flemish	141.5	116.5	403.0	412.0
Belgian-French	105.5	84.5	305.5	322.5
British	74.7	66.2	312.0	280.2
Chinese B.	109.0	93.0	438.8	416.5
Danish	48.7	34.3	189.6	203.1
Dutch	58.8	44.5	180.6	204.8
Finnish	100.5	82.5	366.0	300.8
French	82.0	100.0	303.8	368.0
German	89.8	91.4	372.9	379.0
Iberian	25.0	28.5	83.5	134.5
Indian-English	70.0	105.0	382.0	451.5
Indian-Hindi	4.0	36.0	16.5	91.5
Italia	71.0	95.0	254.0	280.5
Japanese	55.4	44.8	238.7	225.2
Korean	20.5	21.3	98.7	95.2
Latin American:				
Argentina	19.5	22.5	61.5	75.0
Brazil	9.0	10.0	35.5	52.8
Central American	16.0	12.5	53.5	59.0
Chile	14.0	16.5	55.5	76.5
Colombia	60.5	37.0	180.0	133.0
Ecuador	13.0	9.5	48.0	51.5
Mexico	28.5	94.5	195.4	297.6
Peru	12.0	10.5	48.0	49.0
Puerto Rico	8.5	10.0	25.5	43.0
U.P.B.	12.0	15.0	48.0	63.5
U.S. Spanish	18.5	16.5	70.0	85.5
Venezuela	18.0	24.5	68.5	97.5
New Zealand	95.5	61.0	383.0	278.0
Norwegian	53.3	58.8	188.6	230.6
Portugal	43.5	48.0	177.5	180.3
South African	87.0	112.5	400.0	446.5
Swedish	20.0	28.0	101.5	143.0
Swiss-French	35.0	47.0	151.0	158.0
Swiss-German	44.0	55.0	191.0	207.0
Time International:				
Time-Asia	129.8	122.7	442.2	428.7
Time-Atlantic	125.1	145.6	449.6	518.3
Time-Canada	209.1	201.4	738.6	788.3
Time-Latin America	58.3	86.6	210.8	310.0
Time-South Pacific	154.2	173.4	549.5	643.8
Visao (52X)	194.7	215.5	695.9	644.9
Vision/Latin America (26X) A.	34.9	47.2	122.8	168.0
Total Group	**5,680.5**	**6,663.1**	**21,717.4**	**24,693.5**
% change	−14.7%		−12.0%	

Dolls aren't merely child's play

By Matthew F. Mansfield

Eight years ago dolls were dead, as far as Helen Nolan was concerned. Sensing a demand for better quality items, this former advertising copywriter and doll collector opened her New York store, the Magnificent Doll. Within a short time, frustrated by the contemporary quality standards for dolls and marginal sales, she closed her doors. Instead, her appreciation of older values has led her to the small but lucrative world of antique doll dealing.

Dolls are hot now. The toy market moves in cycles or phases according to popular fashion and interest. The stuffed animal that was big two years ago might be passe today while another segment is taking off. Currently, doll sales are at a peak period, according to doll company executives. This view is bolstered by many who believe that videogames have passed their peak.

Dolls offer more playability at lower prices, they believe; girls are unsatisfied with videogames, and the public is overwhelmed by electronics for now.

By the end of 1982 factory shipments for all dolls and doll accessories were estimated at 13% of the toy category, excluding videogames, up 52% over 1981. This came at a time when total toys had declined 4% over the same period. The retail value of the doll market was put at a whopping $1.13 billion.

At the heart of this unusual growth is the development of three distinct doll markets, reflecting more sophisticated consumer tastes than ever before.

Dollars and 'dollers'

As with several recent trends, changes in the doll market seem to be associated with the early 1970s oil crisis. Many doll company managers agree with Helen Nolan that doll quality was then inferior. The reasons offered were many: Big price increases in petroleum-based materials, more competition from imports, lack of consumer demand. What's more, the persistent inflation that came later in the 1970s tested the magical $10 retail price dividing volume sales from specialty items.

Mass marketers tried several strategies. To maintain below $10 retail pricing, for instance, they introduced smaller dolls, creating the "minidoll" segment. The initial slow public reaction improved as the marketers replaced the tough rubber dolls with softer vinyl, more life-like ones.

Licensing and heavier advertising stimulated demand and competition among the larger corporations.

The marketers used separate strategies to rationalize above-$10 prices, including more price step points (combined with more turnover of designs), more packaging of dolls with accessories to enhance playing appeal and more use of sets to encourage multiple purchases.

Retailers also reacted to inflationary stress by splitting doll sales along price lines.

Discounters and toy supermarkets featured lower prices to build volume. Department and specialty stores aggressively merchandised higher-priced items through doll shows, celebrity appearances, designer themes and other techniques.

Other less-defined influences have also been at work. The rise of the U.S. birth rate because of delayed marriages among the post-World War II babies accounts for some of the growth. A hidden though unsupported implication in the data is an above-average "first-born" generation. It is believed that more is spent on them by parents and relatives than on later children.

And there is the parallel growth of the adult doll collector market. While collector dollar sales are a small segment, the impact of "dollers," as collectors refer to themselves, is enormous. In a separate response to the oil crisis and subsequent inflation, the demand for quality took doll collecting out of the backyard and into the auction hall.

For the last five years public awareness of the potential value of antique dolls has been alerted by publicity from doll auctioneers and dealers through price guides, more accessible appraisals and new print vehicles directed to collectors. With the scarcity of old designs antique prices have soared out of reach for most collectors.

The slipstream effect has pulled along an entirely new market, "modern collectibles."

Perhaps the most critical element is the willingness of "dollers" to meet the prices demanded for modern collectibles. The unexpected growth of this segment derives from not only frustrated collectors seeking more dolls at affordable prices but also people starting collections for aesthetic, investment, even nostalgic reasons.

The prospect of this untapped demand is leading to complex relationships among mass, modern collectible and antique segments.

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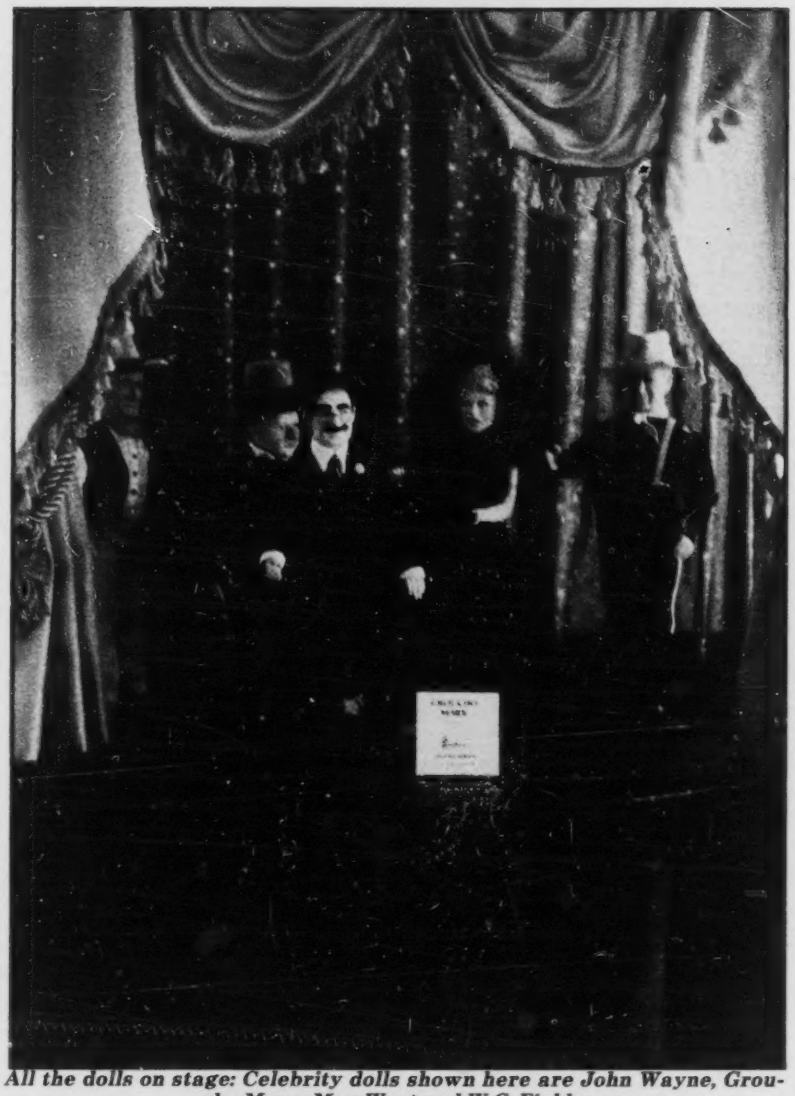


All the dolls on stage: Celebrity dolls shown here are John Wayne, Groucho Marx, Mae West and W.C. Fields.

Barbies and babies

The huge portion of doll sales represent "play" dolls in contrast to "shelf" dolls. The former are for children, generally ages 4 to 10, and the latter for older collectors. Play dolls are made up of several subsegments:

- Action figures, *i.e.* solid forms with limited movement and adventure themes that are considered dolls statistically but not conventionally.
- Baby dolls, made of any variety of materials and sculpted to resemble a real baby.
- Fashion dolls, *i.e.* solid forms with older appearances and capable of changing apparel.
- Minidolls, generally smaller (under 10 ins.) figures in sets or families.
- Rag dolls, *i.e.* stuffed fabric figures.
- Others include collector dolls made of materials from vinyl to bisque (unglazed porcelain) with articulated features and detailed finish.

Another industry convention is to divide dolls into tv and basic dolls. The former group are those heavily promoted on tv and estimated to be sold at a 30% to 35% retail margin. The latter refers primarily to dolls not promoted heavily and selling at a higher 40% to 45% margin, *e.g.* baby and collector dolls.

Licensed designs are more apt to be tv dolls because volume is needed to pay royalties and earn profits. Traditionally, the advertising-to-sales ratio for an established tv doll will be around 12% with up to 20% for a major introduction. However, well researched "personality" dolls with emphasis on expression and possibly public domain names or themes are also being advertised heavily to counter licensed properties.

Among the forces driving mass market dolls is the extraordinary rise of the "cute and cuddly" trend, best characterized by minidolls. At the end of 1982, sales for this segment ran more than 45% ahead of 1981. Kenner's Strawberry Shortcake, with nearly $6 million in advertising support, has been the main force. This line includes not only various figures to encourage set collection but also different sizes from hard-rubber mini to 14-in. vinyl versions.

Mattel has already announced its competitive answer for 1983 with the launch of Herself, The Elf, a group of whimsical pixies. LJN Toys Ltd., New York, is introducing its Shirt Tales family of five figures based on a Saturday morning tv program. In the same spirit Hasbro has unveiled its floral-scented Charmkin jewelry and toy collection.

What makes this design direction attractive to doll makers is the ability to produce in quantity at low cost in the Orient, Mexico, even Haiti and amortize import duties charged on bulk over more items. The result is a minidoll can cost as little as $2.40 at wholesale and still retail at a very desirable $5.

Along with downsizing dolls has been the marketer push of "family" concepts to encourage multiple purchases. Evidently, consumers are quite willing to buy sets, a precursor to serious collecting. The minidolls mentioned above have different personalities as well as pets and accessories with doll houses doubling as carrying cases. New items are phased in each year so that a $5 initial purchase can quickly balloon.

The same phenomenon has been appearing with fashion dolls. Variations in expression, hair styling, dimension have given rise to groups of Barbies, Glamour Gals and Kimberlies during a single year instead of annual rotation. With slightly higher price points a single Barbie with accessories and room can run as high as $50 in the store. Gift-givers probably breathe sighs of relief when children start collecting, because anxiety over future selections is temporarily minimized.

A third factor in the growth of mass market sales has been the consistent suc-

Brooke Shields makes her debut at the prom as a formally dressed doll.

This 1870 French doll is valued at $4,000 to $6,000.

cess of the Barbie doll. Now in its 24th year, this line represents 80% of the $298 million fashion doll segment and has surpassed its prior year sales *every year*. Despite new competition, 1982 sales were over 25% ahead of 1981.

Mattel public relations staffer Peggy Hummes points out that Barbie sales alone make this line the fourth largest toy company in the world. With 36 new fashions each year the company is the world leader in *pret-a-porter* clothes. With more than $11 million in measured media spending, Barbie had the largest advertising budget for any toy during 1982.

Continued segmentation of the market is ahead: My First Barbie is directed at girls as young as 3 so that a 10-year age playing span is established early, while capturing a share of the younger and appealing minidollmarketing.

An International Barbie with a new doll each year is planned at a $12 suggested retail price the upper end of the price range.

Barbie is on the verge of being a cultural institution. The Barbie fan club is holding its annual meeting in Phoenix this May and eagerly awaits the 25th meeting for which Mattel has special collections promised. The first Barbie children are, or about to be, mothers, so that the cycle will renew.

Needless to say, the battle for the No. 2 fashion doll is being waged furiously. A serious contender appears to be LJN's Brooke Shields. Following its 1982 debut, the 1983 Prom Party Brooke celebrates the high school graduation of the famous model.

Trade reports of this "personality" doll's sales are mixed possibly because of the limited product line and dependence on a real person for identity.

Harvey Katz, LJN marketing manager, asserts that not only the company but also the Shields family are committed to the success of the line. The initial advertising budget of about $1.5 million and willingness of the model herself to make store appearances support this contention. Given the dominance of an original like Barbie, this strategy has its merits.

Other entries use a nonlicensed approach: A collection with a $2 million ad budget called Glamour Gals from Kenner, Fashion Tressy from Ideal and a lively new entry called Kimberly from TOMY. Marching to its own tune, Fisher-Price Toys is spending $1.5 million behind its four-doll dressing and grooming line, My Friend.

Albeit limited, even rag dolls have benefited from licensing with Annie, Holly Hobbie, Sesame Street entries and promotion of classics like Raggedy Ann and Andy. Hasbro intends to support heavily these recent acquisitions from Knickerbocker.

Barbie grows older. On the left is Barbie of 1973; on right as she appears today.

Despite high hopes and new entries, the baby doll market is considered by industry sources to be hurting from high prices and lack of new features. Sales are fragmented among many companies experimenting with different approaches: More packaging of accessories with the doll (Goldberger's All This and Dolly Too and Ideal's Happi Returns); more novelty features (LJN's Valley Girl talking doll); more promotional support as promised for Mattel's Baby-That-Away. Particularly noteworthy is that many of these companies have developed new lines of dolls appealing not to children but to adults.

Contemporary collectibles

Today's collectors are yesterday's children. Doug Thompson, Toy Manufacturers of America president, believes a primary cause for the mass and collector doll sales boom is the sustained promotion of Barbie. Certainly doll collecting appears to have grown up.

Estimating the actual size of modern collectibles is difficult. Generally, the market is believed to be around $30 million at retail, though no official audit exists. The amount of new product activity and number of companies involved make the segment seem much larger.

The actual number of collectors is also hard to guess because doll collecting has been a relatively quiet pastime. Starting around World War II, the hobby was organized into clubs, but only with auctioning and appreciating values did membership jump. The United Federation of Doll Clubs has more than 15,000 members, which is viewed as the tip of the iceberg. Circulation of the primary collector print vehicle, the *Doll Reader*, has doubled to 40,000 during the last five years. Finally, a widely held though undocumented belief is that doll collecting has just surpassed coins as the second most popular hobby in this country.

Doll collectors represent all ages and share attitudes more than demographics. Common traits seem to be an attachment to childhood as well as sensitivity to style portrayed through clothing and expressions. Some collectors specialize, others are omnivorous once the habit is established. The average doll collector is willing to spend more than $600 annually and may have 200 to 400 dolls, according to Ideal's director of product planning, Henry Garfinkle.

Mattel is in its second year with a new line of collector dolls, including this group called Mariko.

Manufacturers may not be attracted to this segment because of limited production and the expertise required to satisfy the scrutiny of collectors. On the other hand, the opportunity to make a quality statement about a doll product line with less concern about pricing has drawn a crowd.

Prior to 1975 and still today, the Alexander Doll Co., New York, is considered the grande dame of modern collectible dolls in the U.S. Madame Alexander dolls have been sold annually on allocation since 1972 because "we will not sacrifice quality for value," according to general sales manager Jay Schwartz. He claims the dolls are made only for children, but a set of six dolls valued at $240 seven years ago now fetches more than $1,000.

During 1975 Effanbee Dolls, New York, introduced limited edition dolls to capitalize on the pent-up collector demand. Combining fresh, varied designs with aggressive marketing, the company has expanded the market and shown an annual sales increase exceeding 25% for the last three years. Selection of design subjects is somewhat intuitive so that Effanbee can maintain a surprise element in the line.

Quickly following the Effanbee lead, the Royal House of Dolls, New York, added the "Curio Cabinet Collection" of bisque dolls to its well recognized baby and fashion doll lines in 1979. The company will also take orders from towns to make up a doll of special interest to that town. Company president Elsa Rajic has designed as few as 500 dolls for one community and watched the initial $55 price go to more than $600 in a year and a half. At the 1983 Toy Fair, Royal, Effanbee and Alexander were surrounded by more than 30 rivals.

What sets contemporary collectibles apart from mass market dolls are the quality of craftsmanship and materials and the price. Clearly not intended for daily play, a vinyl collector doll can range from $50 to $100 at retail. Depending on size, porcelain versions run from $125 to around $500 with notable exceptions.

Contemporary collectibles seem to fall into three broad areas. First are general themes capable of relating several dolls and avoiding licensing royalties. Alexander's Opera and Little Women; Effanbee's Great Moments in Literature and Presidents; Royal House of Dolls' Mary Jane in the States and Dollspart's Bridal series are examples. Nursery tale and fancy dress collections are featured by several companies.

A second group is a stylized look usually associated with a particular designer and the basis for a "signature" collection. Included here are dolls by Sasha Morgenthaler, a Swiss sculptress and

(Continued on Page M-28)

The many faces of Marilyn

Like the real lady, the Marilyn Monroe doll is already a larger-than-life story. Inspiration, rejection, dispute and fanfare have elevated this star-struck creation into an extravaganza.

Representing the Monroe estate and heirs, Roger Richman opened bidding for the doll licensing rights during June, 1982. His Los Angeles-based company, Richman Productions, had previously concluded similar agreements with Effanbee Dolls for W.C. Fields, Mae West and Groucho Marx.

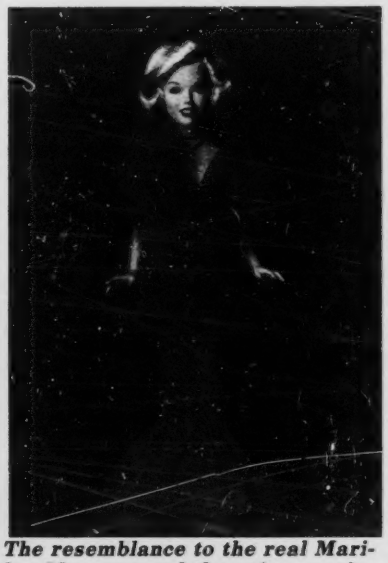
By August, out of the four competing manufacturers, Richman chose World Doll Co. because of "its high quality design, large production capability, marketing acumen and sensitivity to the press." The most significant reason appears to be the doll company's willingness to meet the royalty demands, far in excess of the normal 6% to 7%.

Timing and competitive pressure pushed World Doll to take the plunge. Three years earlier the company had been spun out of Eugene Doll, a noted play doll company, to make and market contemporary collectible dolls created by a designer, Louis Nichole. After a successful start, the company was looking for a new property to build sales. "It was like a gift from the gods," marvels World Doll partner, Bob Seidenberg.

Through the Eugene Doll Brooklyn manufacturing plant the popularly priced vinyl version ($70 to $75) could be easily achieved for an unlimited one-year run. With the Louis Nichole experience a higher priced ($400) porcelain edition of 7,500 was also attainable. Big inspiration took form in the lavish costuming of the $6,500 version, limited to 300 copies.

New York Times advertising by Ben Kahn sparked Mr. Seidenberg to pursuade the furrier to lay out and make the white fur coat for the ultra-Marilyn.

(Continued on Page M-28)



The resemblance to the real Marilyn Monroe—and the price—varies depending on the maker of the "celibrity" dolls.

Not child's play

(Continued from Page M-5)

Paul Klee protege, for International Playthings; Suzanne Gibson for Reeves International and Jerri McCloud of North Carolina for the husband-and-wife company, Dolls by Jerri. In its second year Mattel is expanding its styled collector dolls to 10 and expects $750,000 in sales.

By far, the most visible group in 1983 has been the "celebrity" or personality dolls. American fixation with royalty has been answered by English (House of Nesbitt) and American (Goldberger) versions of the Prince and Princess of Wales. Dollspart's Princess Grace doll is being legally challenged by Prince Rainier.

Effanbee continues its movie-legend series with the memorable Groucho Marx, and Ideal celebrated Shirley Temple's 50th anniversary of her movie-making debut with a 10,000 limited porcelain edition of the child star.

Center stage belongs to World Doll's Marilyn Monroe.

Not to be confused with a rival series based on 20th Century-Fox movie roles, this doll is being produced for one year under an official license. Three versions are available: A $70 red-dress vinyl one; a white sequin full-length dress one at $400; one with a full-length dress, Ben Kahn white mink coat and removable diamond earrings for $6,500.

Of the 300 top-of-the-line Marilyn Monroe dolls, 265 have already been sold. Several were purchased, flown to Boston, picked up in a white Rolls-Royce, and dropped off one-by-one to each store location of Jordan Marsh. Serious collectors and doll dealers may be skeptical about the price/value of the Marilyn Monroe doll, but the doll aftermarket has seen some pretty breath-taking changes.

Antiques in the aftermarket

"A lot of collecting is in the chase," says Shirley Buchholtz, president-elect of the United Federation of Doll Clubs. During 38 years of chasing she has seen the value of dolls level off but never drop and believes her collection is a "far better investment than my husband's portfolio."

The rise of the aftermarket for buying and selling dolls has left many collectors with mixed feelings. The opportunity to realize investment growth has boosted the value of this hobby, financially and culturally.

However, more people have been attracted so that competition has raised prices for rarer items and dissipated certain personal aspects of negotiating.

The real focus of this aftermarket is not modern collectibles but antiques, those dolls dating back 75 years or more. Given the durability and self-evident aesthetics of older dolls, it seemed inevitable they would appreciate. Within the last five years the specialized knowledge of dealers and auction houses has accelerated broader recognition of these values.

This young couple, born in 1915, is made of stretched muslin painted with oil paint.

Although very roughly estimated at $10 million in sales for 1982, this segment has shown remarkable growth. Five years ago, Theriault's, Annapolis, Md., the only company specializing in antique and collectible doll auctions and appraisals, did $300,000 at auctions.

With an on-going publicity effort, seminars and regional auctions it sold $3 million for 1982. On Jan. 8, 1983, it set the world price of $38,000 for a single doll sold at auction.

George Theriault, the owner, says that despite the jump in values "nobody is entering the market strictly for investment purposes." The basic appeal is still primarily to the hearts and tastes of collectors.

Dolldom in the doldrums?

From all appearances the doll market is going to get bigger and more complex. As a smaller reflection of the world, segments of the mass market will cycle through fads and fashions. The drive toward low cost, high-unit moving dolls is well established across action figures, minidolls, even fashion dolls, so that design variations will be more important.

A growing concern among the larger baby doll makers is direct competition from manufacturers in the Orient, if U.S. trade restrictions are eased. This prospect plus market resistance to higher prices for single dolls suggests that U.S. manufacturers will either downsize, merge for economies of scale or expand into other segments as a hedge.

Given the aging of America and demand for quality, modern collectibles seem assured of a strong future. The current rush to the marketplace with so many lines is due for a shakeout as collector assessments affect the aftermarket. Because company reputation and standards are so critical to sustain values, acquisition of smaller recognized companies by major doll companies would not be surprising.

As a comparatively new force, antique dealing should also grow. More antique collections are likely to be discovered, and the impact of modern collectibles will be factors. However, the aesthetic and expertise requirements may slow movement. Diversification toward other areas seems imminent with miniature and teddy bear enthusiasts leading the way.

At the heart of any doll purchase is an emotional decision. Simple as it seems, dolls are reflections of ourselves. In an era when our lives appear directed by large faceless forces, dolls may very well restore a sense of control and humanity last experienced in childhood. AA

Marilyn

(Continued from Page M-5)

Louis Nichole designed the aluminum-mesh dress, which was run off by an old-line Boston maker of ladies' mesh pocketbooks, Whiting & Davis. Mr. Seidenberg found other sources to cut the real diamond earrings when Tiffany got cold feet over potential Monroe hoopla.

Sculptured by Joyce Christopher, a consultant to several major toy companies, the Marilyn Monroe doll is anatomically correct right down to her knocked knees. The 18-in. vinyl model measures 9½ by 6½ by 9½-in. with proportionate reductions for the 16½-in. porcelain copies. The facial expression was more demanding.

At one time two heads existed for the vinyl torso. The original "subtle" approach portrayed more the person, less the legend. In the final analysis the famous open-mouth, half-closed eyes caricature prevailed for marketing purposes. There followed countless cosmetic experiments with and without the beauty mark. Only after they inspected the photographs did they determine the beauty mark was a Monroe affixment.

The first shipment of dolls caused pandemonium at New York's F.A.O. Schwartz. A Wells Fargo truck complete with two guards delivered the cargo on the main floor. Boston's Jordan Marsh shipped its consignment of $6,500 dolls, one to a location, via a white Rolls-Royce. Finally, a videotape cassette produced by World Doll showing how a plastic bag covering the doll torso was needed to slip on the skin-tight red dress may have launched a trend in putting on jeans for Beverly Hills' Broadway Stores matrons.

Rival dolls have been introduced under a 20th Century-Fox license for the Monroe film roles and by an English designer, Paul Crees. The latter is viewed as a minor threat, while legal action against the former is being considered by World Doll and the Monroe estate.

In keeping with contemporary collectible marketing, World Doll plans to produce the Marilyn Monroe doll for one year only. Follow-up plans are already set for an Elvis Presley doll under license from Richman Productions.

Roger Richman anticipates that even bigger sales and royalties will be generated when he concludes licensing agreements for Clark Gable. For now, the Marilyn Monroe doll appears to have transcended the form and become the stuff that dreams are made of. —*M.F.M*

What did their marketers spend?
1980-1982 exclusive doll advertising expenditures

	1980 ($ millions)	1981 ($ millions)	1982 ($ millions)
Fisher-Price	$ 2,221	$ 1,523	$ 1,474
Gabriel (CBS)	—	1,509	642
Ideal (CBS)	1,166	1,171	921
Kenner	5,817	4,976	9,653
Knickerbocker (Hasbro)	151	640	3,032
LJN	—	—	1,413
Mattel	7,232	15,938	15,758
Mego	2,841	1,781	305
TOMY	—	—	520
Playskool	109	77	250
All others	940	1,126	349
Total	$20,477	$28,741	$34,317
Per cent change	—	+40%	+19%

Note: Action figures, stuffed figures and related items not included
Source: LNA-BAR 6-Media Report

How many were sold?
1982 U.S. doll retail sales

Segment	Example	$ (millions)	vs. 1981
Action Figures	G.I. Joe	250	+8%
Baby dolls	Betsy Wetsy	171	−2
Fashion dolls	Barbie	298	+9
Minidolls	Strawberry Shortcake	180	+45
Rag dolls	Holly Hobbie	32	+3
Others	Various	197	+21
Total		1,128	+13

Note: Other segment includes collector dolls.
Source: NPD Group

Where did they go?
Person for whom doll purchased

	1981	1982
Daughter	39%	39%
Son	18	17
Grandchild	18	19
Other family member	10	10
Self	5	5
Nonfamily member	9	9

Source: NPD Group

Where were they bought?
1982 U.S. doll sales by outlet

Outlet	Percentage of units
Discount stores	36%
Department stores (including Sears, Wards, J.C. Penney)	18
Variety stores	6
Toy stores (including Toys 'R Us)	20
Catalog showrooms	5
Others	15

Source: NPD Group

How much did they ship?
U.S. toy shipments

	1981 $ (millions)	1982 $ (millions)	Per cent change
All dolls and accessories	395	600	+52%
All toys (excluding videogames)	4,832	4,631	−4
Videogames	1,100	2,100	+91

Note: Doll and accessory shipments reflect more than 90% of U.S. companies
Source: Toy Manufacturers Assn.

International ad fest may tell

U.K. creative slipping?

By HOWARD SHARMAN

LONDON—At last year's International Advertising Film Festival, the awards given to British advertising agencies and production companies, claimed by some observers to be the best in the world, were disappointing.

It was a Japanese agency Hakuhodo, that took the highest award, the Grand Prix, and Brazilian agencies walked away with four Gold Lion awards.

So at this year's festival, to be held this week in Venice, the question is: Will the U.K. continue to reign supreme in ad creativity competitions or is the title passing to others?

Even in London, warning notes are sounding. Richard Barket, executive director of D'Arcy-MacManus & Masius, says, "In many respects we had the best production companies in the world up to around four years ago. But now it looks as though the agency is working more than overtime to get the results it wants."

He feels that now that the Alan Parkers ("Bugsy Malone," "Midnight Express," "Fame") and the Ridley Scotts ("Alien," "Blade Runner") have gone off to make films in Hollywood, the current generation of directors is not as good. "There seemed to be fewer ideas around last year and things are sliding a bit. But that is a trend that can be reversed."

British agencies still won more than their share of awards last year. They won seven of the 17 Gold Lions, plus three first places in the Palme d'Or production awards with three other production companies in the top 10. By comparison, in this competition U.S. agencies won. . .nothing.

"I am not being chauvinistic at all when I say the U.K. is still tops," says Len Weinreich, a judge at the festival in Cannes last year. Last year Mr. Weinreich was creative director of Wasey Campbell-Ewald, London, but is now running his own agency, Weinreich Walsh Ward.

He picks Brazil, Spain and Australia as the upcoming countries in creative competitions, but does not see the U.K. being toppled from its perch for a while.

Allen Thomas, executive creative director at J. Walter Thompson Co., London, tends to agree that the British are still the best, although he adds: "My feeling is that the best in the U.S. is as good as the best here, but how seriously do they take festivals like these?"

The Japanese score high not so much because of sheer creativity but because of technical brilliance. "Japan wins more on technical achievement than on ideas," says Mr. Weinreich. "The ideas are often old, unless they are technical ideas."

What is certain is that many entries at Venice will be based on last year's winners, and that this year's winners will stand out from the crowd and then be copied to death, both in Europe and the U.S. "When you have to look at 2,000 films, you know after seeing 50 what the current crop of cliches is going to be," says Mr. Weinreich. "Then, when something really good comes up, you can hear an audible sigh of relief around the room."#

R-V's Saxon leads h&ba parade

(Continued from Page 3)

introduction of Pure soap for sensitive skin, Westport Labs will introduce Collagen moisturizing bar, to retail in the range of $1.85 to $2.25 each.

The ad budget was not disclosed, but one-third page ads are scheduled to run this fall in women's magazines.

In the larger and more mature categories of haircare and cosmetics, marketers are either introducing new products and/or refining strategies behind existing brands.

Clairol, which last year introduced Color Renewal System as a conditioning hair color for women starting to gray, will air a new campaign this fall stressing gray coverage.

Clairol's CRS is handled by Gleckler & Spiegel, the agency also responsible for the first campaign that retailers have said confused consumers as to the purpose of the product.

Clairol, which recently introduced Touch A Sun hair lightener and next month will launch Light Effects hair lightener (AA, May 16), also is showing an aggressive bent in other haircare categories. The company is considering Linda Evans of ABC's "Dynasty" as spokeswoman for all its products and is introducing a new product to stimulate consumer interest in home permanents—Party Perm, a perm that can be washed out as soon as 24 hours after application.

Due this fall, it will sell for around $4.89 and be supported by less than $2 million in advertising. Packaging will refer to Clairol's Kindness home permanent (introduced last year) with the notation, "If you like this, try Kindness."

The real surprise in home permanents, though, comes not from a new brand but from an old one. Last March, Lehn & Fink began an estimated $4 million campaign on its Ogilvie home permanent via agency Geers Gross. Included was the product's first tv support, on daytime and fringe tv. Market-share figures from March and April show that the previously No. 4-ranked Ogilvie became the No. 1-selling home perm in drug-stores, which account for 65% of all sales, and moved ahead of now No. 2-ranked Toni (Gillette), Rave (Chesebrough-Pond's) and Lilt (Procter & Gamble).

L'Oreal, a Clairol competitor in home permanents and its arch-rival in hair coloring, also may soon expand into other segments of the market. L'Oreal sells a foam conditioner in Europe and is considering importing the product.

Other L'Oreal plans include the introduction of its repackaged eye shadows this fall. Last spring it introduced repackaged and reformulated versions of its lip and nail products, with an $8 million-plus budget, and the company will reportedly spend $20 million on all its cosmetics next year. McCann-Erickson is the agency.

Meanwhile, Revlon, Maybelline and Max Factor & Co. also have new makeup products in the works. Next year Revlon will introduce individualized eye makeup palettes, so described because the consumer will choose her own color pans that will then be assembled into a palette.

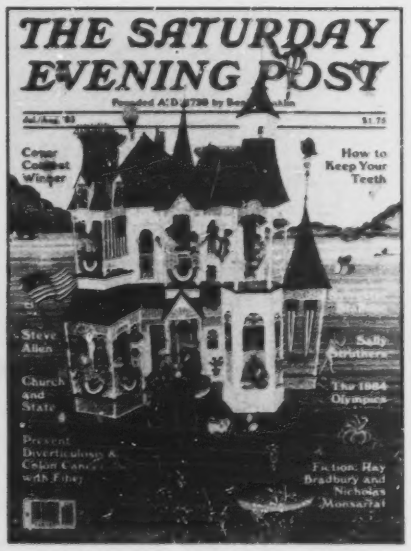
This fall, Max Factor will introduce a makeup compact, called Colors to Go, with a tv campaign from Wells, Rich, Greene, and Maybelline has scheduled a major introduction of shine-free makeup, a line to be supported by more than $3 million in advertising.

Chesebrough-Pond's is coming out with an addition to its Cutex nail enamel line. Called Pop Polish, it consists of 12 shades of special-effects nail enamel. The line will be advertised separately from the basic Cutex line, with a $500,000 print campaign from Waring & LaRosa.

Health & beauty aids marketers have also picked up on another trend: The much-debated premenstrual syndrome. Both Jeffrey Martin Inc. and Chattem evidently take the side that such a problem exists and should be treated with products separate from existing menstrual-discomfort tablets and capsules like Chattem's own Pamprin. Chattem is introducing Premesyn PMS via Marschalk Co., and Jeffrey Martin Inc. will introduce Pursettes premenstrual tablets via its in-house agency.

Martin seems to be trying to extend its marketing clout to the more glamorous side of the h&ba business as well. Reported to be casting about for an acquisition of a cosmetics company, it was learned that Martin is testing Ruth Lane perfume stick, priced at around $4 to $5. Martin does not own the Ruth Lane brand, but has options to buy it if the test pans out.

Also in a fragrance test is Charles of the Ritz Group. The company is bringing Enjoli Midnite into the Chicago market, via Advertising to Women.#



Winner

"Star-Spangled Day," winning entry in a cover contest sponsored by *The Saturday Evening Post*, appears on the July/August cover. The art, by housewife Ann Thompson of Kirkwood, Mo., appears slightly adjusted from the original (thanks to a color separator's distortion scanner) to make room for cover blurbs.

International ad spending

1981, by country

Country	1981 Population (Millions)	Total 1981 Adv. Expenditures* (Millions U.S. $)	1981 Per Capita Adv. Expenditures* (U.S. $)
Argentina	28.1	1,370.2	48.76
Australia	14.8	2,378.0	160.68
Austria	7.5	623.4	83.12
Bahamas	.3	13.2	44.00
Bahrain	.4	3.1	7.75
Bangladesh	90.7	5.6	.06
Belgium	9.9	537.9	54.33
Bermuda	.06	12.5	208.33
Bolivia	5.5	15.7	2.85
Brazil	124.8	2,589.1	20.75
Canada	24.2	3,529.4	145.84
Chile	11.2	405.0	36.16
Colombia	25.2	299.9	11.90
Costa Rica	2.3	27.9	12.13
Cyprus	.6	16.8	28.00
Denmark	5.1	657.0	128.82
Dominican Republic	5.9	98.0	16.61
Ecuador	8.3	58.9	7.10
Egypt	43.4	265.2	6.11
El Salvador	5.0	16.3	3.26
Ethiopia	30.0	3.0	.10
Finland	5.0	892.0	178.41
France	53.9	4,484.2	83.19
Ghana	12.5	8.3	.66
Greece	9.6	127.8	13.31
Guatemala	7.3	74.5	10.21
Honduras	3.9	14.1	3.62
Hong Kong	5.2	173.2	33.31
Iceland	.2	12.2	61.00
India	707.8	429.2	.61
Indonesia	154.3	190.0	1.23
Iraq	13.6	73.4	5.40
Ireland	3.5	146.8	41.94
Israel	4.0	176.3	44.08
Italy	57.2	3,408.2	59.58
Jamaica	2.3	25.2	10.96
Japan	117.7	11,120.3	94.48
Jordan	3.5	21.2	6.06
Kenya	17.1	30.5	1.78
Kuwait	1.4	22.0	15.71
Lebanon	3.1	26.7	8.61
Liberia	1.9	1.5	.79
Libya	3.2	34.9	10.91
Luxembourg	.4	28.2	70.50
Malaysia	14.3	143.5	10.03
Malta	.4	3.7	9.25
Mauritius	1.0	3.3	3.30
Mexico	69.6	820.6	11.79
Morocco	21.5	81.2	3.78
Nepal	15.3	1.1	.07
Netherlands	14.3	1,822.1	127.42
Netherlands Antilles	.2	9.9	49.50
New Zealand	3.1	294.2	94.90
Nicaragua	2.5	10.6	4.24
Nigeria	79.7	142.8	1.79
Norway	4.1	681.8	166.29
Pakistan	90.4	45.0	.50
Panama	2.0	24.1	12.05
Paraguay	3.3	27.3	8.27
Peru	18.1	105.4	5.82
Philippines	50.3	111.3	2.21
Portugal	10.1	57.7	5.71
Puerto Rico	3.5	222.0	63.43
Saudi Arabia	10.6	103.2	9.74
Singapore	2.4	105.8	44.08
South Africa	29.3	821.9	28.05
South Korea	40.4	467.6	11.57
Spain	37.7	1,321.8	35.06
Sri Lanka	15.2	10.1	.66
Sudan	19.3	9.4	.49
Surinam	.4	3.0	7.50
Sweden	8.3	1,090.4	131.37
Switzerland	6.3	1,235.7	196.14
Syria	9.1	31.0	3.41
Taiwan	18.1	329.0	18.18
Thailand	48.8	120.0	2.46
Trinidad & Tobago	1.2	34.6	28.83
Turkey	46.7	202.1	4.33
United Kingdom	56.0	5,925.1	105.81
United States	230.0	61,320.0	266.61
Uruguay	2.9	41.5	14.31
Venezuela	17.9	633.7	35.40
West Germany	61.8	5,536.0	89.58
Zambia	6.0	11.2	1.87
Zimbabwe	7.6	33.6	4.42

*Totals not directly comparable in all cases because of differences in reporting procedures from different countries.

Source: International Advertising Assn. and Starch INRA Hooper

International ad expenditures were up in 1981, according to a Starch INRA Hooper study, a report sponsored by the International Advertising Assn., New York. Ad spending totaled $118.5 billion in 1981, up almost 6% from 1980's $111.5 billion. U.S. ad spending represented about half of the world's advertising expenditures total, $61 billion, a 10% increase over 1980. Japan was second with $11 billion, West Germany and the U.K. with about $6 billion each and France with $4.5 billion. Print remained the primary medium in most countries, accounting for roughly 41%. Television came in with 21% of the total, while radio garnered 6%.

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100 Leading Media Companies

The nation's media centurions: The third annual guide to the giants of communications

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NEWSPAPER

Some dailies to continue fight

ABC votes no on bulk sales

By ROBERT REED

The Audit Bureau of Circulations board voted last week against a proposed rule change that would have allowed newspaper publishers to include some bulk sales figures within the paid circulation numbers they provide to the bureau.

The proposed change was defeated because some national advertisers, major local retailers and advertising agencies voiced strong opposition to the action.

The issue also split the newspaper industry as major organizations lined up on both sides. Knight-Ridder, Gannett Co., *Chicago Tribune*, *New York Times* and *Los Angeles Times* favored the inclusion of bulk sales, while the *Dallas Morning News*, *Washington Post*, *Detroit News*, *Toronto Star* and the S.I. Newhouse chain were against the action.

David Keil, president of ABC, did not reveal the 33-member board's vote count, but said the lack of support made it "safe to assume the subject will not be reintroduced."

Yet those who favored the bill contend the matter is not dead and will resurface. "This is round one," said Thomas Johnson, publisher of the *Los Angeles Times*.

Bulk sales are copies or subscriptions purchased in quantities of 11 or more and used to promote the business of the purchaser, such as "giveaways" at hotels and conventions.

The issue was initially raised at the ABC board's February meeting and tabled until directors met last week in Bermuda. The plan called

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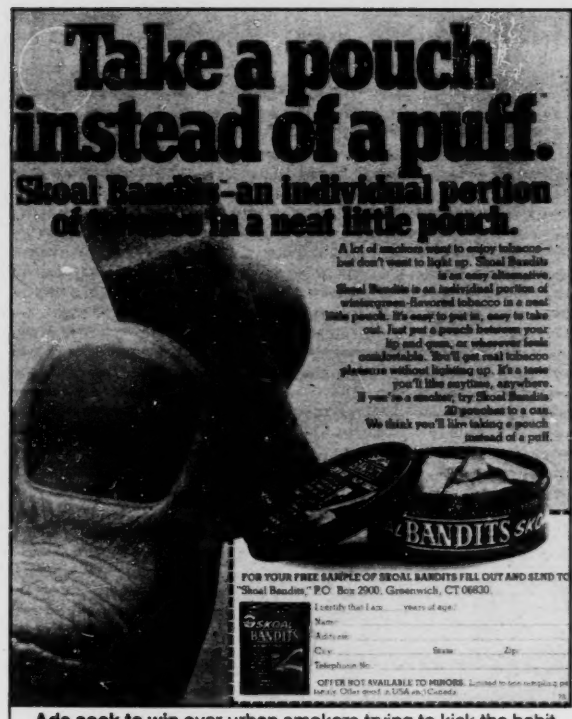
Take a pouch instead of a puff.
Skoal Bandits—an individual portion
in a neat little pouch.
A lot of smokers want to enjoy tobacco—but don't want to light up. Skoal Bandits is an easy alternative.
Skoal Bandits is an individual portion of wintergreen-flavored tobacco in a neat little pouch. It's easy to put in, easy to take out. Just put a pouch between your lip and gum, or wherever feels comfortable. You'll get real tobacco pleasure without lighting up. It's a taste you'll like anytime, anywhere.
If you're a smoker, try Skoal Bandits.
20 pouches to a can.
We think you'll like taking a pouch instead of a puff.
BANDITS SKOAL
FOR YOUR FREE SAMPLE OF SKOAL BANDITS FILL OUT AND SEND TO:
"Skoal Bandits," P.O. Box 2900, Greenwich, CT 06830
I certify that I am ... years of age.
Name
Address
City State Zip
Telephone No.
OFFER NOT AVAILABLE TO MINORS.
SKOAL BANDITS

Ads seek to win over urban smokers trying to kick the habit.

Bandits out to steal bite from cigarets

By JOHN J. O'CONNOR

U.S. Tobacco is plunking down $2 million for a campaign aimed at convincing cigaret smokers anxious to kick the habit that they can switch to new Skoal Bandits —small pouches containing wintergreen-flavored smokeless tobacco. The pouches are placed between lip and gum.

"What we're doing is directing oral tobacco at an entirely new demographic group," said William Nelson, marketing services director for Greenwich, Conn.-based U.S. Tobacco. Until now, smokeless users have been found chiefly in suburban and rural areas.

He added that the introductory move into the Big Apple—where the use of chewing tobacco and smokeless tobacco admittedly is low—stems from encouraging testing in Connecticut and southeastern coastal markets (AA, Dec. 20) and the knowledge that if the product succeeds

(Continued on Page 77)

Fox Photo snaps up Landon for ad role

San Antonio—Actor Michael Landon, the longtime ad spokesman for Kodak who was just recently dropped by the photography giant, is the new spokeman for Fox Photo.

The photofinisher broke a new series of tv spots June 26 throughout its 24-state marketing area.

Themed, "If a picture is worth taking, trust it to Fox," the campaign features Mr. Landon in tv, print and p.o.p materials, all through Levenson & Levenson, Dallas.

Fox also has launched a Dallas test in which the photofinisher offers options of one-hour service for a premium, Fox's standard tomorrow-or-free service or two-day service at a savings.

Fox Photo operates 1,200 retail outlets, services 5,000-plus wholesale accounts and offers photofinishing service nationally by mail.#

Upswing in sight, B/PAA told

By CHUCK WINGIS

Denver—Business-to-business marketing, after a prolonged slump in most sectors, appears on the verge of an upswing, paced by encouraging gains in print advertising.

That was the prediction of John W. DeWolf, vp-corporate research, Cahners Publishing, during a presentation last week at the 61st international conference of the Business/Professional Advertising Assn. here. The optimism expressed by Mr. DeWolf was echoed by other conference speakers.

Despite a drop of 5.2% in pages expected by year's end and an 8.5% drop in 1982 from the previous year, Mr. DeWolf sees the start of a dramatic turnaround, beginning this month, that will produce a 4% gain in 1984.

Because of increased page rates, publishers will experience no loss of revenues this year, he said, and this same factor should account for a 10% increase in revenues over 1983 figures.

The Cahners research head based his forecasts on industrial production, a leading economic indicator in the company's business cycle outlook, which will peak in December, an expected 5% increase over last year.

The increase in industrial production, which usually presages a similar boost in print advertising by a few months, "will certainly continue well into 1985 and will continue to break new ground until at least 1986," he said.

Offering a counterpoint to print—main thrust of the conference presentations—was a workshop given by a panel of speakers from ad agency Campbell-Ewald called, "Challenging the Print Bastion." The session stressed the use of new electronic media to reduce the $200-plus cost of a sales call in business-to-business marketing.

David C. Martin, senior vp at C-E, said new video options, such as cable tv, offer demographic possibili-

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highlights

Monday, June 27, 1983

Parker Bros. is boosting ad spending for new videogame software, including its home version of the popular arcade game, Q*Bert. *See Page 6.*

Actor Roger Moore will be the ad spokesman for Spectravideo's line of personal computers. *See Page 6.*

Penthouse's Japanese edition is fighting *Playboy's* eight-year lead in the men's magazine market there as it tries to build circulation. *See Page 10.*

Thompson Medical aims to segue into a broad range of diet aids and foods with the repositioning of Slim-Fast powder meal replacement. *See Page 12.*

Tony Thomopoulos was named to the new post of ABC Broadcast Group president, ending weeks of speculation. *See Page 14.*

The FTC is claiming success for an approach to ad regulation that gives advertisers a chance to voluntarily comply with the law. *See Page 16.*

Home computer magazines are being started faster than you can byte into an Apple. *See Page 32.*

Cover illustration by Jeffrey Toth.

Phoenix-based United Bank is fighting recent claims by money market mutual funds with print ads designed to protect its own money market account package. *See Page 37.*

Kikkoman is hoping to find a following among health-conscious consumers as it introduces a reduced-salt soy sauce. *See Page 37.*

Aircraft marketers are playing on business travelers' dissatisfaction with major airlines' schedules and service in their ad campaigns for corporate jets. *See Page 38.*

Boston-based WorldPaper is seeking recognition with a campaign aimed at potential advertisers. *See Page 40.*

A.H. Belo Corp.'s purchase of six Corinthian Broadcasting Group stations from Dun & Bradstreet for $606 million, assuming regulatory approval, will place the Dallas-based media company among the nation's top 30 media companies. *See Page 72.*

Off-price retailing begins to show its down side as manufacturers and retailers find it conflicts with traditional business practices. Allied Stores said it will stay out of the field. *See Page 83.*

CORPORATE CLOSEUP

Kentucky Fried Chicken, after a top-to-bottom restructuring that has restored operators' and consumers' confidence, is growing again. *See Page 4.*

VIDEOTECH

Argentina's military government has tried to enhance its tarnished image with a tv documentary, but both the public and advertising professionals have criticized the campaign as inaccurate and ineffective. *See Page 46.*

The use of high-tech, computerized music has found both fans and foes among those who create commercial jingles. *See Page 52.*

Sony Consumer Products has launched three new Video 45s music videocassettes following the generally successful introduction of the first three last March. *See Page 52.*

Norman Lear is returning to network tv with a comedy pilot for NBC. *See Page 57.*

MAGAZINE

100 Leading Media Companies: For the third consecutive year, Advertising Age presents profiles of the leading U.S. media companies, ranked by circulation and advertising revenues. Company profiles include some recent personnel changes and complete media property listings. Also, special features cover interesting people and properties that have made the news during the past year. Profiles begin on Page M-4 and are indexed on Page M-8.

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Ad leaders laud court veto ruling

By RICHARD L. GORDON

Washington—Advertising industry leaders believe their efforts to restrict the Federal Trade Commission's authority are enhanced by a Supreme Court ruling last week that voided Congress' "legislative veto" power.

American Assn. of Advertising Agencies president Leonard Matthews, although a supporter of the legislative veto concept, said congressmen "sitting on the fence" about restricting FTC authority can no longer say, "Don't worry too much because we always have the legislative veto in case the regulators get overzealous."

Officials at the American Advertising Federation and Assn. of National Advertisers echoed that view, and congressional defenders of the veto agreed the decision will force lawmakers to consider taking back some of the powers they have delegated to the President and to independent agencies like FTC.

The court said Congress cannot reverse decisions of government agencies without going through the formality of passing a law and having it signed by the President or, if he vetoes it, passed over his veto. One FTC rule, the used-car

(Continued on Page 83)

FCB offering acquisition, licensing aid

By PAT SLOAN

NEW YORK—Until now, acquisition and licensing searches have been the almost exclusive domain of such middlemen as investment bankers and individual consultants. But with the establishment of Foote, Cone & Belding's International Partnerships division, ad agencies soon may be competing for that lucrative turf.

For more than a year, FCB has been quietly selling the services of this new division, which specializes in multinational acquisitions, joint ventures and licensing agreements. Last week, it went public on the project at Cosmo/Expo II, the annual cosmetics industry trade show at the New York Coliseum.

"I was afraid every Young & Rubicam, Ogilvy & Mather and every other international agency would do the same if we announced this any sooner," said International Partnerships president Alan Klein during an interview with ADVERTISING AGE following his Cosmo/Expo presentation. "I wanted to get the division off the ground first."

Mr. Klein, who most recently was worldwide account director on Clairol and group management director on Oroweat Foods at FCB, said the new division currently has six clients. In a search for more, it is mailing brochures detailing the division's purpose.

Among its existing clients, several have no advertising accounts at FCB nor are they expected to, Mr. Klein said. There have been no problems with agencies that han-

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Slick brochure tells marketers the advantages of tying in with baseball star Pete Rose of the Philadelphia Phillies, who is expected to reach a record 4,192 base hits sometime next season.

Marketing Pete Rose's record hit

By ROBERT RAISSMAN

It is a day in late summer, 1984; Pete Rose at bat.

The camera closes in on his usual fidgeting in the batter's box, then pans the crowd. The fans are standing, and the tension is almost palpable: With one more base hit, Pete Rose will break Ty Cobb's record.

A narrator tries to capture the drama. "On that magical summer day when Pete Rose strokes his 4,192nd hit it will be a shot heard round the world," he intones. "You can be part of that magic. You can be part of the legend that is Pete Rose."

So goes a filmed staging of Pete Rose's big moment, as envisioned by a New York marketing agency called Robert Landau Associates. Landau soon will be showing the film to companies across the country, trying to persuade them to add the "magic" of Pete Rose's name to their selling efforts. It is but one element of what is shaping up as a classic—and controversial—packaging of an American athlete.

"We've probably invested more money than any-

(Continued on Page 84)

world news roundup

PARIS—Seita, the state-owned tobacco monopoly has named Dupuy-Compton to handle the $8 million Gauloises cigaret account. CFRP is the previous agency for the top-selling cigaret in France. Also, Johnson & Johnson last week introduced Tylenol in France with tv spots by Dupuy-Compton.

LONDON—F.W. Woolworth is looking for an agency for its $13 million account after dropping Allen, Brady & Marsh. Sony Corp. consolidated its $7.5 million consumer goods account with Boase Massimi Pollitt. Benton & Bowles and Saatchi & Saatchi previously handled.

MONTREAL—Sanyo Electric won the most-sexist-ad-of-1983 award from the Quebec Council on the Status of Women. The videocassette recorder ad, created by Torobin Agency, Toronto, features two women rubbing oranges against their thighs.

SYDNEY—George Patterson Pty. lost the $2.2 million Soccer Pools account to Magnus, Nankervis & Curl last week. This follows Patterson's loss of the $10 million General Motors account two weeks ago (AA, June 20), which caused 15 staffers to be laid off.

ROME—Italy's fragmented tv networks in July will start their first national weekly audience measurement service.

BERN—Switzerland's first private radio and tv stations were licensed last week. The 36 radio stations can only carry 15 minutes of commercials daily; no spots are allowed on the seven tv stations.

Agency chiefs' perks add up

By CHRISTY MARSHALL

NEW YORK—Charles Goldschmidt, the 61-year-old chairman of Laurence, Charles & Free, has the distinction of being the agency executive who draws the biggest known salary in the advertising business.

Among executives now toiling at publicly held agencies, Mr. Goldschmidt is No. 1, earning $830,710 annually, consisting of $171,362 as his base pay and $659,348 in bonus money. His agency is owned by the Mickelberry Corp., with which Mr. Goldschmidt has a contract that contains a golden clause: He gets "incentive compensation" for the period of Jan. 1, 1980, through Dec. 21, 1985, that equals 10% of Laurence, Charles & Free's pretax income, up to $350,000, and 15% of the excess over that amount.

For 1982, the Laurence agency reported $26.2 million in gross income on billings of $175 milli

Perquisites, or perks, and assorted other benefits are the name of the game for those who have scaled the agency ladder, as a reading of the small print in the various publicly held agencies' proxy statements discloses. Agency presidents, their take-home salaries further bolstered by bonuses, lucrative stock options and pension plans, also can command special treatment for their housing, cost-of-living allowances, insurance

(Continued on Page 78)

Have you seen Ford ad lately?

By JOSEPH M. WINSKI

Have you driven a Ford lately?

Whether you have or haven't, indications are you've seen or heard some of the Ford advertising that's been closing with that line lately.

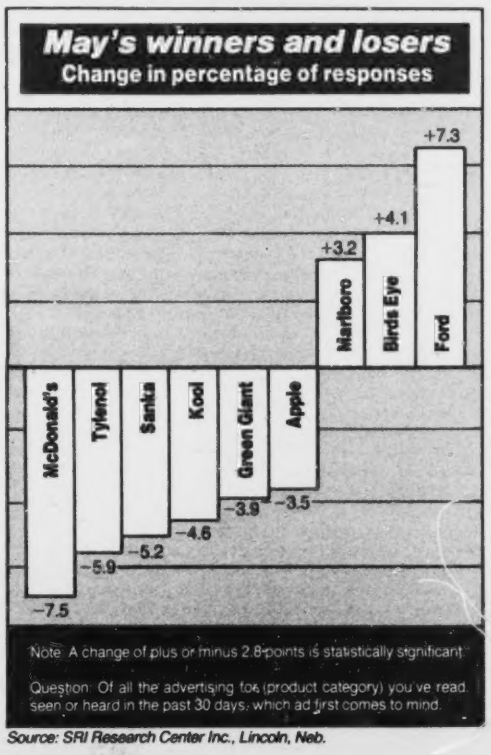
According to adWatch, a monthly survey of advertising awareness, Ford advertising in May posted the largest monthly gain in awareness among car and truck advertisers since the survey began in April, 1982. Ford's awareness rose 7.3 percentage points, to 21.4% of all responses from people asked to name the car and truck advertising that first came to mind.

adWatch

That was the highest score yet for Ford, which has led the category every month. Ford's increase was the largest among all advertisers mentioned by respondents in the May survey.

Ford last month broke a new tv campaign for its new compact Tempo, in which commercials open and close with shots of the car being driven inside the "O" of a giant Tempo sign (AA, May 16). In addition, Ford in recent months has been heavily advertising its new Thunderbird, Bronco II sport-utility vehicle and Mus-

(Continued on Page 84)


May's winners and losers
Change in percentage of responses
McDonald's −7.5
Tylenol −5.9
Sanka −5.2
Kool −4.6
Green Giant −3.9
Apple −3.5
Marlboro +3.2
Birds Eye +4.1
Ford +7.3
Note: A change of plus or minus 2.8 points is statistically significant.
Question: Of all the advertising for (product category) you've read, seen or heard in the past 30 days, which ad first comes to mind.

Source: SRI Research Center Inc., Lincoln, Neb.

AGB seeks $$ for tv rating test

By JACK HONOMICHL

NEW YORK—AGB Research, the British marketing research conglomerate that has visions of setting up a national tv audience measurement panel, is asking networks and advertisers for "somewhat less than $1 million" in seed money to support a six-month pilot project.

Heading the AGB tv effort with the so-called "people meters" in the U.S. is Richard J.C. Hallwood, a director of Audits of Great Britain Ltd., who last week approached research executives at all three tv networks—CBS, ABC and NBC—and the Cable Advertising Bureau seeking support for the pilot study.

In a few weeks, at the suggestion of the network people, Mr. Hallwood says he will approach some major tv advertisers to seek their support, too.

The tentative site for AGB's pilot, should it be funded, is Atlanta. Mr. Hallwood says he has had a couple of meetings with Ted Turner, chairman of Atlanta-based Turner Broadcasting System. As for funding support from Mr. Turner, Mr. Hallwood says, "We haven't discussed it with him yet."

The pilot, which would take about four months to set up and six to produce data via a metered panel, would test two data collection technologies: The AGB people meter, which Mr. Hallwood said will go on-line in the U.K. in 1984, and a so-called "electronic diary."

The electronic diary enables respondents to enter viewing and demographic data via a laser wand onto a board set up for displaying date, quarter-hour segments, number of viewers (including guests), etc.

"I personally think this will be

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